



About

OSN is the region's leading entertainment network with the rights to broadcast into 17 countries across the MENA. *

Campaign Objective

Driving awareness for OSN Streaming App and promote 2 Turkish shows from OSN Streaming, to encourage users to subscribe for the 7 days free-trial.

Target Audience

Females across GCC & Egypt.

Markets

GCC & Egypt.

Solution

- Published **SEO articles** on Layalina, in order to promote the Turkish shows.
- Launched **Advertising Campaign** across Layalina, targeting audience in GCC & Egypt.
- Launched an **Editorial snaps** on Layalina discover channel.
- Launched **Social media posts** over Layalina Facebook and Instagram.

Results

Advertising Campaign

4.34%

CTR

+4.3K

Clicks

+100K

Impressions

Editorial Snaps

+1.2M

Topsnap views

+1M

UV

Articles

+28K

PV

+18K

UV

Social Posts

+381K

Facebook Engagement

+91K

Instagram Engagement



Source:

- <https://www.osn.com/en-jo/corporate/about>
- Google analytics.
- Google Ad Manager.
- Snapchat, Facebook, and Instagram.