

Cityscape Global

ORGANIZED BY
tahaluf
 an informa company
 تـطـالـف

About

The Cityscape Global Exhibition is organized by Tahaluf. Inspired and energized by Vision 2030. Tahaluf is a newly created strategic alliance between Informa PLC and the Saudi Arabian Federation for Cyber Security and Programming (SAFCSP).

Inspire and be inspired at Cityscape Global, a celebration of property, community, and the Future of Living.

Campaign Objective

Driving awareness about Cityscape Global, Saudi Arabia's leading property event.

Target Audience

Real Estate Professionals, Financial Institutions, Homeowners and Potential Homebuyers across MENA region.

Markets

MENA Region.

Solution

- Published **SEO articles** on Inc. Arabia website.
- Launched **Social media posts** over Inc. Arabia's LinkedIn and X social media platforms.
- Launched **Email Marketing Campaign** targeting Inc. Arabia's Audience.
- Launched **Advertising Campaign** across Inc Arabia website, targeting MENA Region audience.
- **Cover sponsorship and article publishing** on Inc. Arabia Digital Magazine - Jan Edition.

Results

Articles

40K+

PV

30.4K+

UV

Email Campaign

253K+

Recipients

32K+

Opens

Advertising Campaign

106K+

Impressions



Source:

- <https://tahaluf.com/>
- <https://www.cityscapeglobal.com/en/visit/about-us.html>
- Google analytics.
- Google Ad Manager.
- LinkedIn, X analytics.

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