



## About

LEAP 2024 is a transformative event that took place in Saudi Arabia, aimed at catalyzing innovation and progress across various sectors. This groundbreaking initiative serves as a platform for industry leaders, entrepreneurs, and innovators to converge, exchange ideas, and collaborate on shaping the future of technology, sustainability, and economic growth in the Kingdom.

## Campaign Objective

Driving awareness about LEAP 2024 – Saudi Arabia.

## Target Audience

Tech professionals and developers, digital marketers, e-commerce professionals, business owners, tech enthusiasts and hobbyists, investors, business travelers.

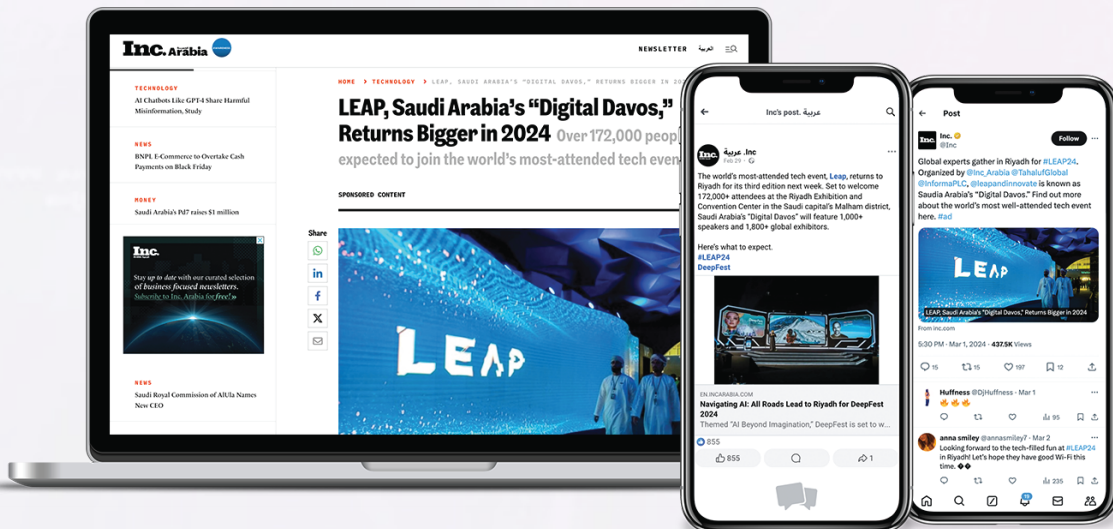
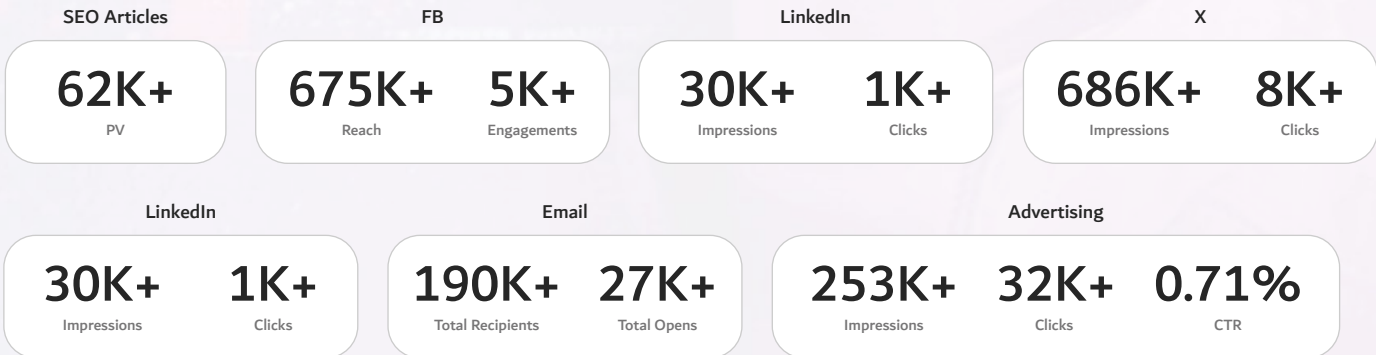
## Markets

GCC.

## Solution

- Published SEO articles on Inc. Arabia and Inc. Magazine.
- Launched social media posts on Inc. Arabia and Inc. Magazine's LinkedIn, X, and Facebook accounts.
- Launched an email marketing campaign for Inc. Arabia's audience.
- Launched an advertising campaign across Inc. Arabia and Inc. Magazine.

## Results



Source:

- Google analytics.
- Meta Ads Manager.
- Google Ad Manager.
- LinkedIn Ads Manager.

