



About

Bayes Esports has been a pioneer in the industry, bringing official live esports data to the market, while setting the standards and policies that now guide the industry. They've been at the forefront of innovation within esports, striving to enhance the integrity of the esports ecosystem and pave the way toward a sustainable future.

Campaign Objective

To raise awareness of Bayes Esports upcoming events in Saudi Arabia.

Target Audience

Gamers, Fans of Competitive Sports, Tech Enthusiasts, Social Media Users, Cultural Communities.

Markets

GCC.

Solution

- Launched Social Media Posts to guarantee higher user engagement. mainly using LinkedIn, Facebook, and Twitter to target Inc Arabia's social media users.
- Launched Editorial Articles on Inc Arabia website to promote awareness of Bayes Esports Events in Saudi Arabia.
- Launched Display Ads across Inc Arabia, and GCC Moments websites.
- Published an ad and article in Inc Arabia's Digital magazine (July/Aug Edition).
- Pushed a newsletter for Bayes Esports to Inc Arabia email subscribers.

Results

Editorial Articles

133K+

Views

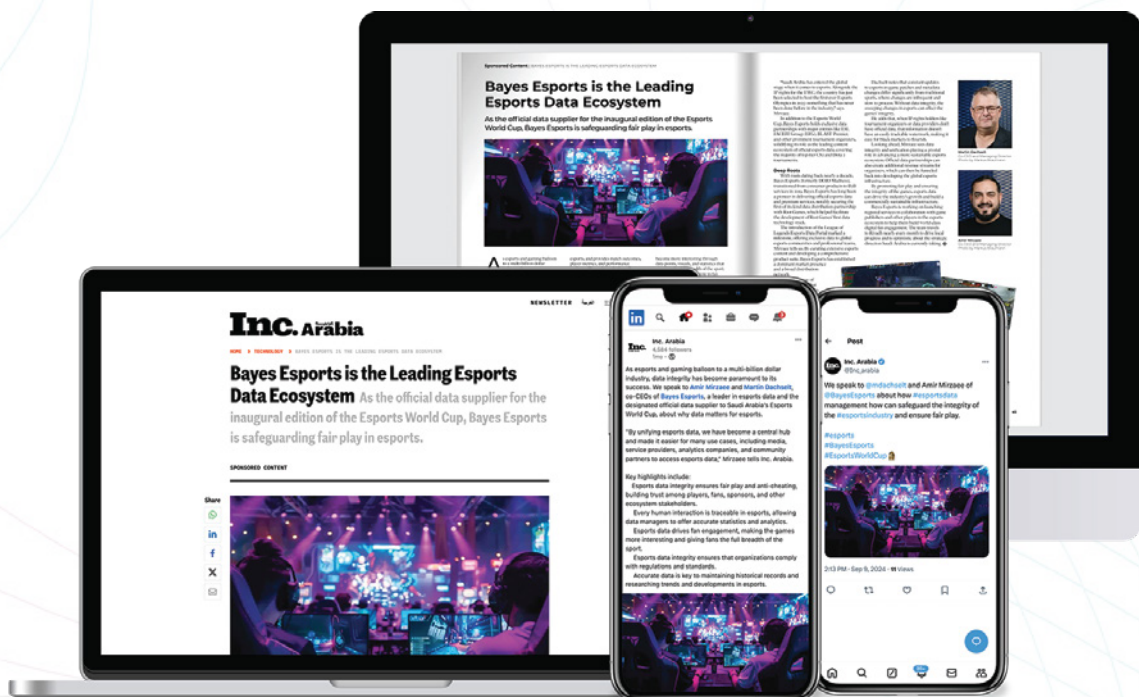
115K+

Unique Users

Advertising Campaign

70K+

Impressions



Source:

- <https://www.bayesesports.com/about>
- Google Analytics
- Ad Manager 360

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