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24° FINTECH

About

The 24Fintech 2024 event offers a unique opportunity to engage with an international audience, providing a platform to generate high-value leads and accelerate business growth. It's a fintech festival that not only celebrates the industry's finest innovations but also enhances knowledge, laying the foundation for companies to thrive in the competitive fintech landscape.

Campaign Objective

To raise awareness of the 24 Fintech upcoming event in Saudi Arabia.

Target Audience

Industry Professionals, Investors, Regulators, Startups, Technology Providers, Academics and researchers, Media and consumers.

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 and Inc.com users.
- Launched Editorial Articles on Inc Arabia & Inc.com websites to promote awareness of Events in Saudi Arabia.
- Launched Display Ads across Inc Arabia and Inc.com websites.
- Launched ads on Inc Arabia digital magazine – July/Aug Edition.
- Pushed a newsletter for 24 Fintech to Inc Arabia email subscribers.

Results

Editorial Articles

58K+

Views

52K+

Unique Users

Advertising Campaign

313K+

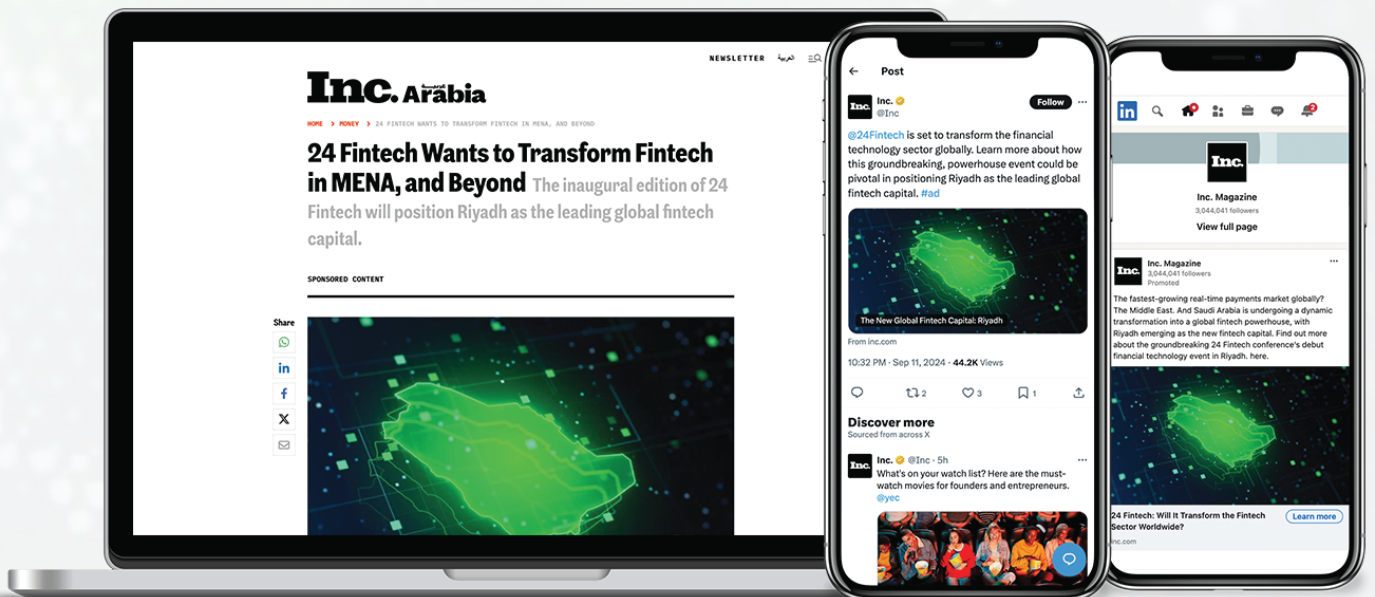
Impressions

3.6K+

Clicks

1.15%

CTR



Source:
 • <https://24fintech.com/>
 • Google Analytics
 • Ad Manager 360

Designed with ❤️ by Zawi Media group

