



About

Founded in 2021, XPANCEO is pioneering the future of computing with an invisible, lightweight smart contact lens. Their innovative lens revolutionizes human-technology interaction, seamlessly blending the real and digital worlds. By integrating multiple devices into one, XPANCEO transforms everyday life into an immersive extended reality experience.

Campaign Objective

Increase brand awareness and recognition for XPANCEO, making it a household name in the technology and consumer electronics industry.

Target Audience

Tech-savvy individuals, People with visual impairments, Students and educators, Athletes and sports enthusiasts, People with disabilities, Healthcare professionals and Gamers and enthusiasts.

Markets

GCC.

Solution

- Launched Social Media Posts to guarantee higher user engagement mainly using LinkedIn, Facebook, X and WhatsApp channel to target Inc Arabia's social media users.
- Launched Editorial Articles on Inc Arabia website to raise awareness of Xpanceo.
- Launched Display Ads across Inc Arabia websites.
- Launched ads on Inc Arabia digital magazine – Sep Edition.
- Pushed a newsletter for Xpanceo to Inc Arabia email subscribers.
- Produced and published a video about Xpanceo on Inc Arabia website.

Results

Editorial Articles

61K+

Views

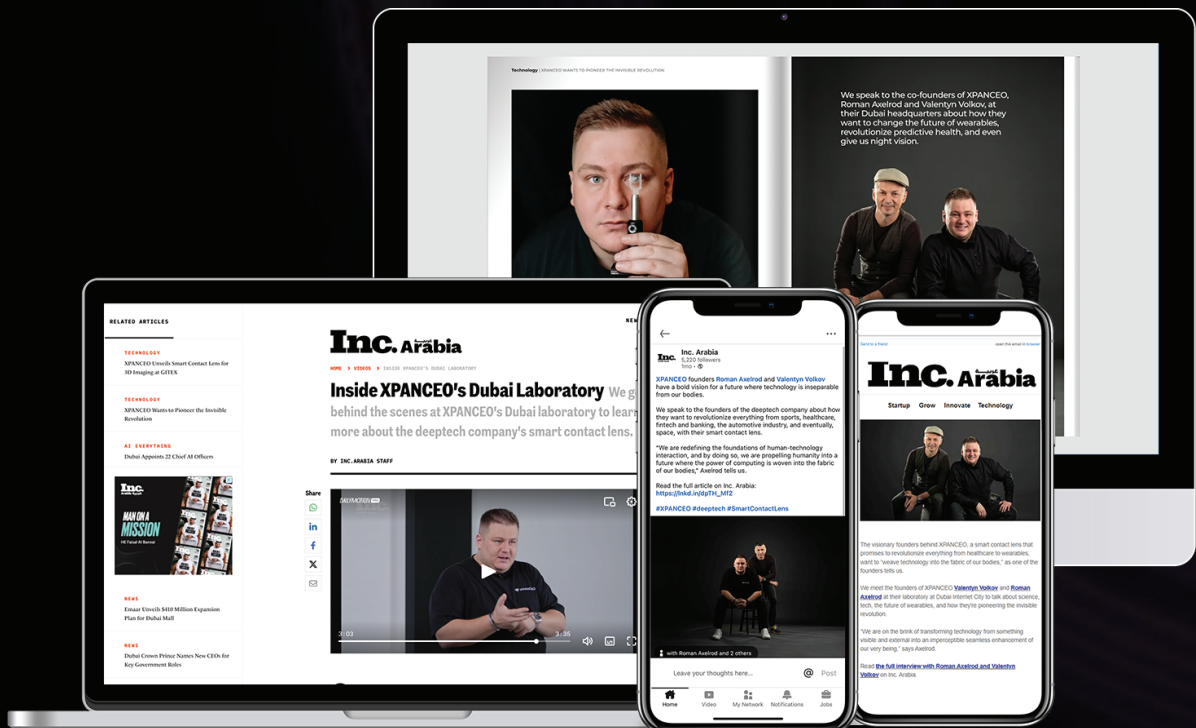
54K+

Unique Users

Advertising Campaign

102K+

Impressions



Source:

- <https://dubaiweb3festival.com/>
- Google Analytics
- Ad Manager 360

Designed with ❤️ by Zawi Media group

