



About

The Expand North Star event is a major part of the GITEX Global tech show, held annually in Dubai. This event is designed to connect startups with investors, accelerators, and tech enthusiasts from around the world. It's a fantastic platform for startups to pitch their ideas, secure funding, and network with key players in the tech industry.

Campaign Objective

To serve as a global hub for startups and investors, fostering connections and accelerating the growth of innovative businesses.

Target Audience

Startups, Investors, Industry Leaders and Experts, Government Officials, Tech Enthusiasts.

Markets

GCC.

Solution

- Launched Social Media Posts to guarantee higher user engagement mainly using LinkedIn, X platforms to target Inc Arabia's social media users.
- Launched Editorial Articles on Inc Arabia website to raise awareness of Expand North Star.
- Launched Display Ads across Inc Arabia website.
- Published ads on Inc Arabia digital magazine – Sep. & Oct. Edition.
- Pushed a newsletter for Expand North Star to Inc Arabia email subscribers.
- Produced and published a video about Expand North Star on Inc Arabia website.
- Distributed print magazines during the event.

Results

Editorial Articles

53K+

Views

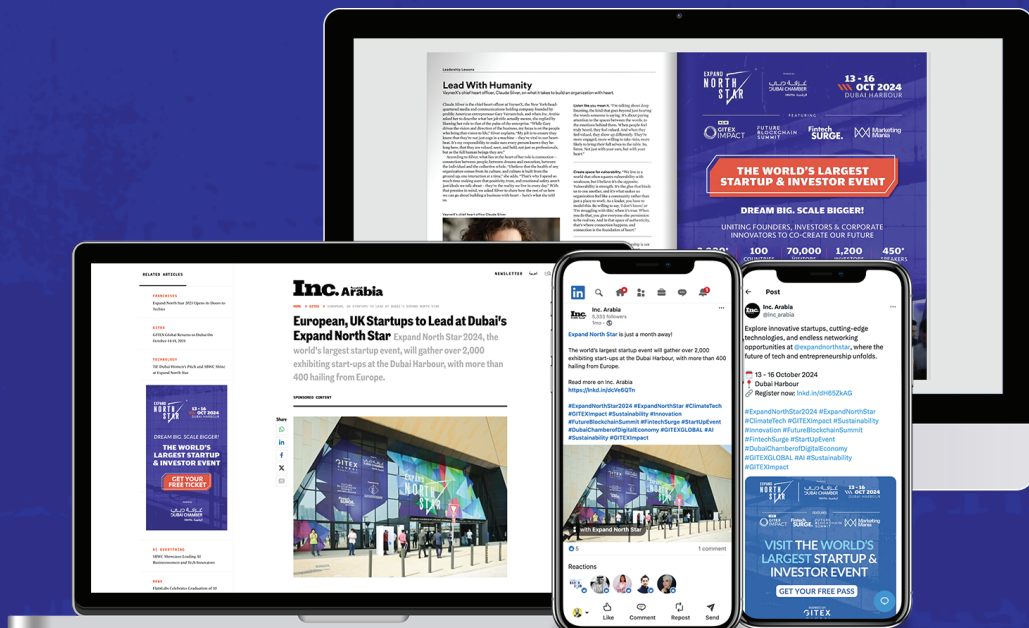
49K+

Unique Users

Advertising Campaign

102K+

Impressions



Source:

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

Designed with ❤️ by Zawi Media group

