

GITEX GLOBAL

About

GITEX Global 2024 is a major technology event held annually in Dubai, United Arab Emirates. It's one of the largest tech events in the world, attracting a diverse range of tech companies, startups, and industry professionals.

Campaign Objective

- Highlight the newest technologies and trends shaping the future.
- Facilitate networking and collaboration among industry professionals.
- Inspire and empower businesses to adopt innovative solutions.

Target Audience

Tech enthusiasts, IT professionals, Business leaders, Startups and entrepreneurs, Government officials and policymakers and Investors and venture capitalists.

Markets

GCC.

Solution

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

Results

Editorial Articles

Advertising Campaign

85K+

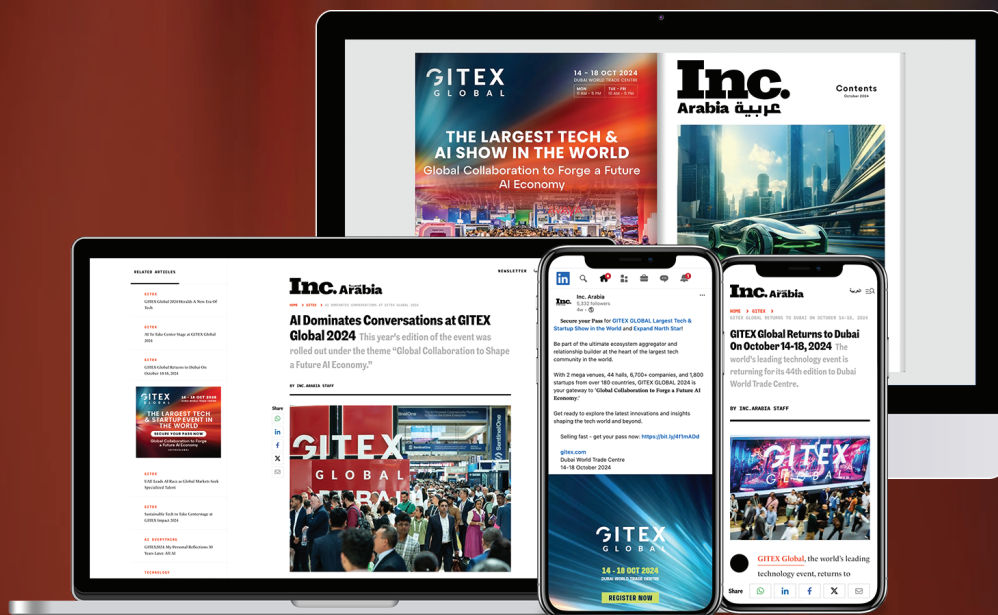
Views

79K+

Unique Users

124K+

Impressions



Source:

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

Designed with ❤️ by Zawi Media group

