



About

CyberKnight is a leading cybersecurity company in the Middle East, specializing in providing comprehensive security solutions to protect organizations from cyber threats.

Gigamon is a global technology company that provides network visibility and security solutions. They help organizations gain deep visibility into their networks, enabling them to identify and mitigate threats, optimize performance, and ensure compliance.

Campaign Objective

The campaign aims to raise awareness of emerging threats, promote advanced security solutions, and help businesses build strong security postures. This involves protecting critical infrastructure, securing sensitive data, and ensuring business continuity in an increasingly complex threat landscape.

Target Audience

Large Enterprises, Small and Medium-Sized Businesses, Managed Service Providers and Government Agencies, IT Decision-Makers, Security Professionals, Network Engineers and Compliance Officers.

Markets

GCC.

Solution

- Launched Social Media Posts to guarantee higher user engagement mainly using LinkedIn to target Inc Arabia's social media users.
- Launched Editorial Articles on Inc Arabia website to raise awareness of Cyberknight & Gigamon.
- Launched Display Ads across Inc Arabia website.
- Launched ads on Inc Arabia's Sept, Oct, and Nov digital magazines.
- Produced and published a video about Cyberknight and Gigamon on Inc Arabia website.
- Distributed print magazines at Dubai AI & Web3, GITEX Global, and Expand North Star events.
- Organized a cybersecurity summit featuring CyberKnight and Gigamon as key partners.

Results

Editorial Articles

115K+

Views

89K+

Unique Users

Advertising Campaign

103K+

Impressions

Video

18.7K+

Views

71.33

Total Hours Watched

22%

Through Rate



Source:

- <https://www.gigamon.com/> , <https://cyberknight.tech/>
- Google Analytics.
- Ad Manager 360

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