



About

The Technology Innovation Institute (TII) is a leading global research center dedicated to pushing the frontiers of knowledge. Our teams of scientists, researchers, and engineers work in an open, flexible, and agile environment to deliver discovery science and transformative technologies. Our work means we will not only prepare for the future; we will create it. Working together, we are committed to inspiring innovation for a better tomorrow.

Campaign Objective

To raise awareness of TII's upcoming events at the GITEX convention.

Target Audience

Tech and Research Professionals, Academics and Universities, Government and Policy Makers, Startups and Entrepreneurs.

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.
- Launched Editorial Articles on Inc Arabia website to promote awareness of TII Events in UAE.
- Launched Display Ads across the Inc Arabia website.
- Published an ad and article in Inc Arabia's Digital magazine (October Edition).
- Pushed a newsletter for TII to Inc Arabia email subscribers.

Results

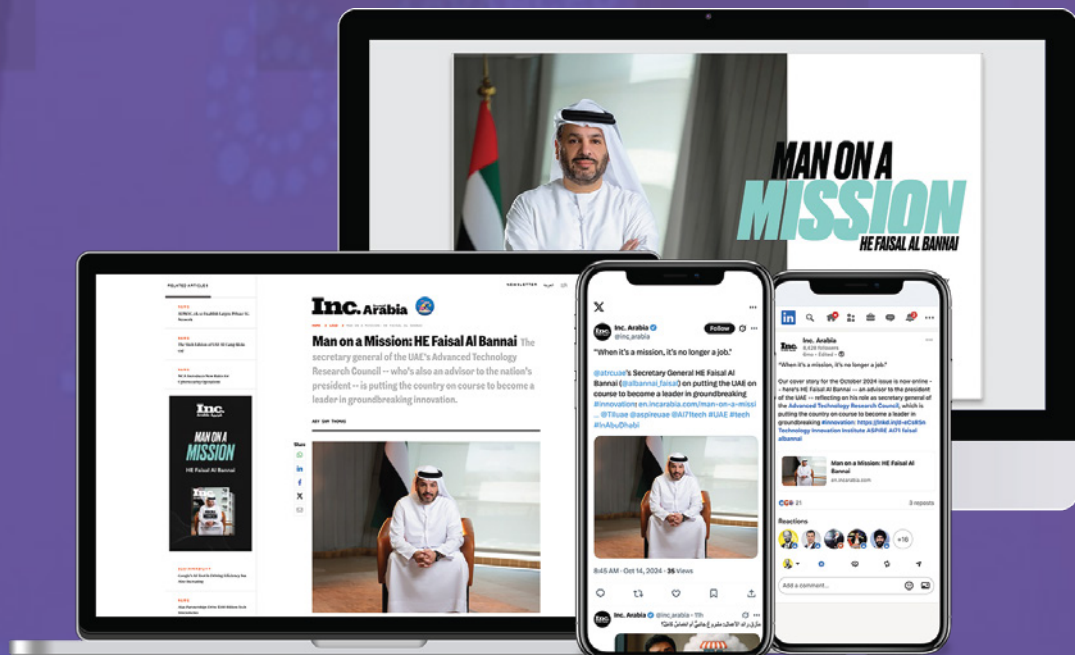
Editorial Articles

100K+ Unique Users

109K+ Views

Advertising Campaign

103K+ Impressions



Source:

- <https://www.tii.ae/about-us>
- Google Analytics
- Ad Manager 360

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