

Ceer Motors – Electrifying Performance

Task

Ceer Motors is the first Saudi electric vehicle brand. The company, founded in 2022, comes from the Arabic word for "drive forward"

Ceer aimed to create massive awareness in the Gulf Cooperation Council, which includes 6 countries: UAE, Saudi Arabia, Bahrain, Oman, Kuwait, Qatar. They especially wanted to focus on Saudi Arabia.

Approach

Performena:

- Created innovative rich media banners.
- Used programmatic rich media display ads and rich media video campaigns to target individuals interested in technology, automotive, and electric vehicles, with a focus on driving unique reach and engagements

Result

The Campaign

- Achieved a unique reach that was 15% higher than the planned target.
- The click-to-visit ratio was an impressive 70%, indicating strong engagement from our target audience
- The video campaign was also successful, with a completed view rate of over 85%.



CEER