

Middlesex University Dubai – Cum Laude

Task

Multinational campaign to create awareness, drive the audience to the site and encourage them to submit a lead form



Approach

Programmatic intent-based reach campaign in mobile, desktop and tablet

Build retargeting pool for continuous actions

Result

Ongoing campaign

Within the first two months we had built a sizeable retargeting pool for continuous actions

Achieved 1.5% CTR and a conversion ratio of 15%