

## Digital Venture reaches premium audiences for their automobile client

Verve empowered Digital Ventures to reach their target audience with brand-safe, curated deals.

CATEGORY: Publisher  
SOLUTION: Brand+ Marketplace  
REGION: EMEA

**1.6M**  
unique devices

**2.9M**  
impressions



### Opportunity

Digital Venture, a leading media sales house in Dubai, was preparing a new ad campaign for a top automobile brand in the Region. The campaign was set for the Ramadan season and needed fresh, premium inventory to reach the brand's ideal audiences.

### Strategy

Verve supported Digital Venture by offering a bespoke, brand-safe Private Marketplace (PMP) deal. Verve's experienced publisher team curated and incorporated premium publishers in the deal, providing high-quality ad inventory for the campaign. In addition, Verve's data science department provided powerful data sets, along with advanced targeting options, to ensure Digital Venture's client was reaching the right audiences.

The campaign ran for five weeks, reaching over 1.6M unique users and with 2.9M impressions. The campaign also achieved an engagement rate of 0.7%.



**Verve delivered great results for this campaign, allowing us to reach more than 1.6M unique users in key markets during Ramadan. We were delighted with the performance that exceeded our expectations.**

**Abdul Khadeer**  
Director Strategy & Operations, Digital Venture