

Digital Venture Reaches Premium Audiences for Their Automobile Client

Target: Saudi Arabia, UAE, Kuwait, Qatar, Bahrain

Category: Auto

Duration: 5 weeks (during Ramadan)

Device: Mobile (iOS/Android)



1.6M

Unique Devices



2.9M

Impressions

Objective:

- A leading media sales house in Dubai, [Digital Venture](#), partnered with Verve Group to set up a Private Marketplace (PMP) deal in order to target its premium inventory for their client, a top auto brand in the region, for their upcoming campaign during the Ramadan season.

Strategy and Solution:

- Verve Group supported Digital Venture by offering a bespoke, curated, brand-safe Programmatic Guaranteed deal. Its experienced publisher team curated and incorporated premium publishers in the deal providing a unique list for the campaign. In addition, Verve Group's data science department provided unique data sets, along with advanced targeting options, to ensure Digital Venture's client was reaching the right audiences.
- The campaign ran for 5 weeks, reached 1.6M unique users and achieved 2.9M impressions, with an engagement rate of 0.7%.

Quote:

"Verve Group 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**