



bfound

Summary

bfound is a local digital marketing solutions agency based in Dubai, UAE. Their clients are mostly small to medium businesses that are trying to increase their sales leads and potential customers.

Objective:

Increase inbound client inquiries across all channels (web, email, phone).

Strategy:

By using programmatic buying technologies and selecting specific office tower locations throughout Dubai, bfound targeted entrepreneurs and other corporate decision makers.

With dynamic day-part scheduling, bfound was able to maximise reach during peak footfall hours over a two week period. These tactics delivered the highest volume of targeted ad impressions while managing budget goals and limiting wastage.



Locations:

10



Screens:

50



Unique Reach:

9,857



Impressions:

17,687

Campaign Results



+31.95%

increase in CPC Search Traffic
(versus previous month)



+2.85%

increase in total Website Traffic
(versus previous month)

Partners

