



Background:

Zoho is a leading provider of cloud-based business software, offering a comprehensive suite of tools for CRM, project management, finance, collaboration, and more. Founded in 1996, Zoho serves millions of users worldwide, known for its affordability, innovation, and commitment to privacy, empowering businesses of all sizes to streamline operations and drive growth.

Campaign Objective:

Zoho’s marketing strategy focuses on product-led growth by showcasing the strength, usability, and affordability of its business software suite. It aims to expand its market reach by targeting small and mid-sized businesses while also increasing enterprise adoption. By prioritising customer experience, robust support, privacy, and security, Zoho aims to enhance its brand image and build awareness.

Campaign Details:

In order to maximise reach to their target business audience, Zoho aired their campaign across Elevision’s Full Commercial Network in Dubai and Abu Dhabi. The campaign covered over 75 business towers and ensured the campaign was viewed by the region’s premium business audiences.



Date:
01/12/2024 - 31/01/2025



Location:
UAE Full Commercial Network



Screens:
454



Unique Reach:
325,856



Impressions:
12.7m

Methodology

Using detailed mapping coordinates, the exposed audience is retargeted with digital surveys via mobile ad-serving. To guarantee the best quality of data, respondents are not incentivised and answer one survey only.

To assess the performance of the campaign, two socio-demographically homogeneous groups are separated based solely on ad recall. Uplift is evaluated by measuring the gap between the recall group and a control group that did not report any ad recall.

Campaign Results

Recall Rate:
35%

Do you remember seeing this ad on a digital screen?
35% of respondents recalled seeing the ad in the last 30 days
This represents a **↑46%** increase from the industry benchmark and puts the campaign in the top **5%** of recall rates



Interest:
54%

To what extent are you interested in this ad?
54% of respondents expressed interest
↑ 64% increase from Control Group
Top **15%** of industry benchmark



Brand Image:
40%

This is an advertisement for Zoho. What image does it give you of Zoho?
40% of respondents answered either "Positive" or "Very Positive"
↑ 167% increase from Control Group
Top **50%** = within average industry benchmark



Data & Analysis by:



Delivery by:

