

IN THE PAST, IF YOU HAD TO REACH...

6 countries

with

6 prices & currencies

and

4 segments

SINGLE FEMALES MARRIED MEN  
MARRIED FEMALES WITH CHILDREN  
MARRIED FEMALES

192

YOU WOULD HAVE CREATED

24

8 SIZES x 4 COPIES  
x 6 COUNTRIES

BANNERS

4 GROUPS  
x 6 COUNTRIES

ADWORDS CAMPAIGNS

Today, we've slashed  
those numbers to...

8

TOTAL BANNERS

4

ADWORDS CAMPAIGNS

## The Results



80%↑

CTR INCREASE OVER  
GCC INDUSTRY AVERAGE



13.80

ROI OVER THE  
MONTH PERIOD



85

CONFIRMED  
TEST DRIVES



Single Females

LARGEST AUDIENCE  
IDENTIFIED FOR TIGUAN

## HOW DOES IT WORK?

94.200.175.212

These random numbers (the IP address)  
tell the system the user is in Dubai

The system then looks through a sheet and  
picks up the appropriate messages,  
prices, currency and creatives

UAE - Abu Dhabi

UAE - Dubai AED 99,000

QATAR

KUWAIT

We fill up a sheet creating market profiles  
with copies, prices, currencies -  
all of which can be changed on the fly



And you get a banner that is  
**built on the fly**  
for the user