

Saudi Telecom
drove 30% increase
in user reach and
20% decrease in
CPC with native
ads on DoubleClick



Goals

Increase awareness of the STC prepaid plan promotion

Capture the user's attention with a contextually fitting mobile experience that matches the page's look, and feel

Consolidate data and scale buying through one platform

Approach

Launch campaigns across mobile web, mobile app and desktop environments on DoubleClick Bid Manager

Implement brand safety to ensure STC only appears against brand safe surroundings


Engage the user with native advertising through DoubleClick

Results

30% increase in deduplicated unique user reach across devices

132% increase in click through rate compared to previous campaigns

20% decrease in cost per click compared to previous campaigns



“Over the course of 2016 we have been accelerating our programmatic activities with a focus on consolidating our data onto one platform. We were excited to be the first in MENA to launch native advertising that looks and feels like part of the publisher’s page through DoubleClick. Scaling native buying allowed us to further consolidate our activities and as a result achieve a single user view with incredible reach results.”

Ahmed A. Al-Sahhaf, GM Marketing Communication STC, Saudi Telecom