



Accor Hotels - ATM 2015

Travel and Tourism | Partner | UAE | 2015 May



CAMPAIGN OBJECTIVES

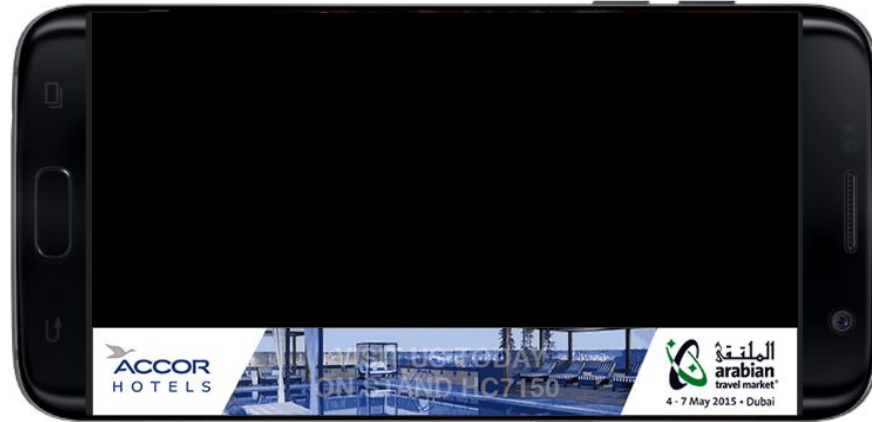
Creating awareness about the lucky draw campaign.

Drive audiences to participate in Accor Hotels booth lucky draw at the Arabian Travel market.



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OUR SOLUTIONS

A 1km geo fence was implemented around Dubai World Trade Centre to target mobile audiences.

The in-app banner was then linked to their landing page – Accor Hotels Website which provided more information about the lucky draw and other offers.



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RESULTS

Over

185k

views

More than

1,450

clicks

Achieved

0.78%

high performance
CTR

Beyond Location. Precise Audience

YOOSE