



# Euroexpo - World Travel Market Messe Dubai

Event / Tourism | Partner | United Arab Emirates | 2018 APR - 2018 AUG



World Trade  
Centre Dubai



UAE

## CAMPAIGN OBJECTIVES

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Boost **brand awareness** among people attending the world travel market event in Dubai.

**Retarget** visitors of that event and drive them to the next step of this event in Russia.

Beyond Location. Precise Audience

**YOOSE**

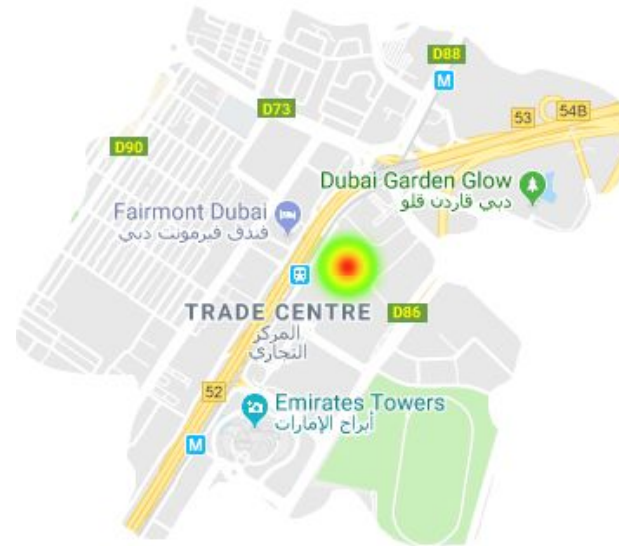


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## OUR VISUAL HEAT MAP

A reporting feature showing data for clicks and impressions to analyse easily at a glance.



## OUR SOLUTIONS

Use **Hyperlocal and Contextual targeting** to reach the right audience precisely at the event.  
*Targeted Geofence: 500m around World Trade Centre Dubai.*

Curate the right audience by **Demographic and Publishers Selection** to maximize event participation.

**Retargeting users** on collected Device IDs to increase campaign performance and remind them the next step of event in Russia.

Visit our full showcase at [demo.yoose.com](http://demo.yoose.com)



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## RESULTS

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Delivered

**199,681**

views

Achieved

**0.83%**

high performance  
CTR for retargeting

Collected

**3,995**

Device IDs  
in 5 days

Beyond Location. Precise Audience

**YOOSE**