

# Ogury drives superior viewability and CTR for Marriott Bonvoy credit card program

## Summary

Marriott Bonvoy and Emirates NBD approached Publicis Groupe and Ogury to promote their co-branded credit card in the United Arab Emirates. The credit card provides a program that grants consumers rewards when traveling and access to what they describe as “money can’t buy experiences”.

Through effective use of Ogury’s Personified Advertising Engine, Marriott Bonvoy and ENBD were able to geo-target affluent UAE residents over the age of 21 years old, and ex-pats over the age of 25 years old in a cookieless environment. These groups included Marriott Bonvoy members and non-members.

## Facts

7%

CTR

72%

Fully On-Screen Rate  
for 50% Duration

95%

Viewability  
(Measured by Double Verify)

34.9k

Clicks

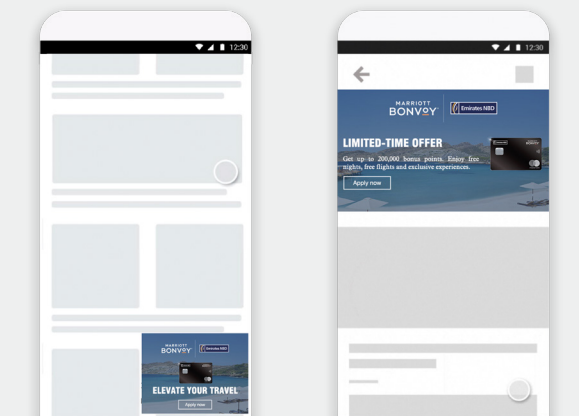
## Challenge

With the market size of the tourism sector set to surpass pre-COVID-19 rates\*, Marriott Bonvoy, and ENBD searched for an AdTech partner to help position their credit card as the best travel/hospitality credit card on the market. The partnership was seeking to be top of mind and drive consideration among their key customers including business and leisure travelers, credit card holders, those interested in travel, and luxury travel/lifestyle enthusiasts. The brands required their ads to be fully on-screen without interrupting the user's content consumption, creating a positive brand experience.

## Solution

Ogury's Personified Advertising Engine allowed Marriott Bonvoy and ENBD to build characteristics to inform the target audience, ensuring Ogury's proprietary formats Thumbnail and Header Ad display formats reached the most attentive audience. Ogury's unique cookieless and ID-less technology lets advertisers engage audiences at scale on websites and apps they consume the most, rather than targeting a select few individuals with ultra-personalized messaging. This campaign targeted UAE residents and existing credit card holders aged 21+ and ex-pats aged 25+ with a strong interest in luxury travel, lifestyles, and loyalty programs in a fraud-free and brand-safe environment.

### MULTI-FORMAT MANAGED DISPLAY



THUMBNAIL AD

HEADER AD

The campaign ran in English and Arabic reaching the target audience at scale on mobile thanks to multi-format display creatives including Ogury's proprietary formats: Thumbnail Ad and Header Ad. Thumbnail units are draggable and less intrusive than traditional formats. The Header Ad format—designed to blend seamlessly into the page header—minimizes the disruption of content interaction.

## Results

The campaign achieved 7% CTR (Market Average 1%\*\*), 95% Viewability (Market Average 50%\*\*), 72% Fully on-screen rate for 50% duration (Market Average 41%\*\*), and 34.9k clicks were delivered.

The campaign was created in both English and Arabic, in line with the most widely spoken language of the target demographic. The English creative generated a higher CTR of 7.1% when compared to the Arabic creative which drove a CTR of 6.8%. Both creatives performed exceptionally well against the KPI benchmark of 1%, overachieving by at least 5.8%.

\*\*Source: eMarketer and MOAT global mobile benchmarks and vendor case study averages vs. Ogury third-party validated stats

**Ogury's Personified Advertising Engine enabled us to reach the required audience at scale and achieve outstanding results, far exceeding the set objectives. The unique targeting technology combined with first-class customer service is what makes Ogury the ideal AdTech partner to work with."**

**Ismail Yakub Sait**

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