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.

Summary

Facts

- **CTR**: 7%
- **Fully On-Screen Rate for 50% Duration**: 72%
- **Viewability (Measured by Double Verify)**: 95%
- **clicks**: 34.9k
Ismail Yakub Sait
Manager, Financial Partnerships,
Middle East & Africa - Marriott International

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.”

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