

Sephora – Beauty News

Objective

- Driving awareness and education about the Glow collection product range and ultimately driving sales.

Target Audience

- Sephora is targeting women who are aged between 39 – 20 and interested in makeup & beauty products.

Markets

- Saudi Arabia, United Arab Emirates, Bahrain, Oman, Qatar & Kuwait.

Solution

- Launch **Marketing Campaigns** over Layalina.
- Focus on **high impact ad solutions**, Desktop & Mobile Roadblocks (**HP+ Billboard**) (**MA + MPU**) plus **Mobile Interstitial**.
- Focus on **Content Marketing solution**, mainly creating articles and publishing them across Layalina site.

Results

- Achieved **2.26% CTR** for the Overall campaign, delivered a total of **3,058 clicks** and **135,574 impressions**.
- Interstitial ads, **achieved an average of 4.15% CTR**.

