

TEN-X Monthly Newsletter

October recap | achievements month of

Projects

+107

Successfully Completed Projects

Impressions

+1.5 Billion

Impressions Achieved across various platforms

« Highlights of our campaigns this month:

The opening ceremony for Riyadh Season #BigTime



Led the launch campaign of NEO app of the Saudi National Bank



Led our partner Health Holding at the Global Health Exhibition 2024



World Tennis Championship #SixKingsSlams



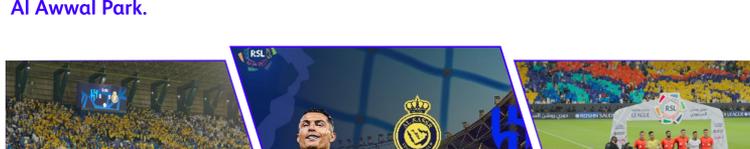
Design and execution of tiqmo's booth at Seamless 2024, along with media coverage



Launched the RER campaign across 3 cities: Riyadh, Qassim, and Madinah.



We covered the Riyadh Derby between "Al-Hilal and Al-Nassr FC" for our partner, Al Awwal Park.



« Latest Social Media News »



Platform X expands access to the keyword analysis tool 'Radar,' allowing users to monitor the platform's most popular keywords.



Meta tests facial recognition technology to protect users from fraud and impersonation and improve platform security.



Instagram reduces video quality for less viewed clips on the platform to reduce data consumption and improve performance.



WhatsApp introduces the "Private Mentions" feature in statuses for all users.

« Marketing terminology:

SCA

(Smart Campaign Automation):

using AI technologies to automate marketing processes, optimizing targeting and timing based on data.

:(Big Data Analytics)

analyzing large datasets to understand customer behavior and patterns

BDA

Ai PT

(AI-Powered Targeting):

using AI to identify individuals most likely to engage with a brand.

« Personality of the month

Feras Alqoufi

Deputy CEO (Ival & OSKA)

Played a pivotal role in enhancing PBIC's reputation in the Saudi market by launching innovative initiatives and products that helped the company redefine the bottled water industry, transforming it into a vibrant and progressive community.



« In brief:



« In a world full of competition, brands that focus on purpose and mission are the ones that attract customer loyalty. Be clear about why you do what you do, and you'll find people gathering around you »

Simon Sinek

« TEN-X Family Selection

In the Bakoura podcast, Dr. Raf Fatani, a pioneering Arab leader in the tech industry, discusses his experience as the first Gulf national to head Amazon's Middle East and North Africa operations. He shares valuable insights into e-commerce and Amazon's incredible growth during this podcast.



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