

# Top Dubai attraction Global Village generates 1,800% boost in leads using sponsored content



**Global Village**  
A more wonderful world

## Company profile:

Global Village is a multicultural family destination in Dubai featuring shopping, dining and more than 400 performances every night. Created in 1997, Global Village is one of Dubai's top tourist attractions. With the fourth largest daily footfall in the world, millions of guests visit every six-months, bringing together cultures from all over the world.

Global Village features 3,500 retail and commercial outlets, 27 international pavilions, more than 200 food outlets, fairground rides, arcade games, attractions and shows.

**The challenge:** Global Village wanted to reach a global audience to attract new partners – but on a budget. Awareness of the park is high in the region from a consumer standpoint, but Global Village is less known as a strong B2B partner, even though it's a great platform to launch new businesses or pilot concepts. With a limited budget allocated to the platform, the team needed a way to reach key audiences across the region and beyond in a highly targeted way, combining paid and organic marketing.

**The solution:** LinkedIn worked with Starcom, Global Village's media agency, to select an appropriate target audience and run a conversion campaign, tracking submissions on Global Village's exhibitor website to demonstrate ROI. LinkedIn optimised the campaign using a full funnel strategy, emphasising awareness to nurture relationships with the audience prior to conversion.

Video content highlighting the success stories of business owners at Global Village built awareness and directed potential partners to fill out a registration form on the Global Village website.

### LinkedIn products used:

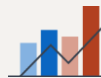
- Sponsored content

**How did LinkedIn help?** There was an exponential increase in leads compared to the previous campaign in 2021, with LinkedIn contributing more than two thirds of total leads across all platforms. The campaign was optimised in real-time to improve cost per lead and helped to not only build the audience but also re-target promising segments.

## The results



LinkedIn campaign contributed to **65%** of total leads generated



**1,886%** increase in leads compared to 2021



**94%** drop in cost per lead between the start and end of campaign and an over **90%** drop year-on-year



“The LinkedIn campaign was a great success. We invested more this season because we were able to better target business owners through the platform. LinkedIn has this competitive edge, and the results reflected that. We're now trying to use LinkedIn to further enhance our reach and engagement based on KPIs and the messaging results we want to achieve. The LinkedIn team were also very supportive during the campaign: quick to respond, and able to work in true collaboration with us to maximise impact and results.”

Jaki Ellenby, Executive Director, Marketing, Global Village