



iMakaseb Facebook promotions prove cheaper and more engaging than classic text and win!

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DUBAI, DUBAI, UAE, October 17, 2016 /EINPresswire.com/ -- Eva Cosmetics, a leading personal care brand in the Egyptian market, has witnessed a 25% increase in sales following a mega "Text and Win" promotion powered by iMakaseb during Q4 of 2015.

Given the valuable sales analysis and robust customer database created by iMakaseb during the "Text & Win" promo, Eva ran a second iMakaseb promotion during the first half of 2016 this time through Facebook. The Facebook iMakaseb promotion was not only focused on boosting sales but also on driving the brands social media presence.

On finding the encrypted promo codes inside the product packaging, Eva customers registered the purchase on the Eva Facebook application developed by iMakaseb for a chance to win the weekly cash vouchers offered from a leading supermarket chain.

The streamlined Facebook promo experience was extremely popular with customers further demonstrating that social media promotions are becoming far more engaging than traditional campaigns. Besides the sales uplift, customer entanglement and detailed promo reporting iMakaseb Facebook promotion proved to be more cost effective to Eva since it required less advertising spending and less expensive yet more relevant prizes.

iMakaseb strives to offer its growing client base state of the art customised promotional solutions that go beyond profitability to encompass customer engagement and satisfaction.

About iMakaseb:

iMakaseb is a part of a large technology group operating in the MENA region since 2006; the group's revenue turnover exceeds 50M USD with 200+ full time employees.

iMakaseb offers consumer brands solutions that automate their raffle draw promotions using an engine that runs on an internet cloud, providing integrated multi-channel engagement tools supported with online dashboards and reports for campaign managers and decision makers. iMakaseb runs end-to-end programs in collaboration with brand advertising teams to present integrated campaigns that are commercially driven delivering more value through user-friendly experiences and state of the art technologies.

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