

AR "KINGDOM'S LENScape" Campaigns Achieved 10x Higher Intent Over Norms

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RIYADH, NOT APPLICABLE, SAUDI ARABIA, December 26, 2024 /EINPresswire.com/ -- "AR Campaigns Achieved 10x Higher Intent Over Norms" is a comprehensive report detailing the success of AR campaigns in Saudi Arabia during National Day 2024. The report highlights that AR campaigns achieved 10x higher intent over norms, a 4x higher lift in ad awareness, and a 2x higher lift in brand favorability compared to average benchmarks. The report also notes that 9 out of 10 Saudi National Day campaigns using AR resulted in statistically significant lift.



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