

Case Study

Overcapacity Success for Kama Capital's Riyadh Seminar

Overview

After the success of Kama Capital's Al Ain seminar, we partnered again to promote their next major event, “**Professional Trading Strategies in Financial Markets**”, held on **29th September 2025** at **Rotana Hotel, Riyadh**.

The challenge was to bring **authentic, finance-focused attendees**, those already trading or interested in starting, while staying within a **strict budget and short timeline**. The target was **120 confirmed attendees**.

By executing a refined multi-platform campaign, we achieved **200 confirmed attendees**, so many that the client had to request an early campaign stop due to venue capacity limits.

The Challenge

- **Target audience:** Active and aspiring traders in Riyadh.
- **Objective:** Achieve 120 confirmed attendees.
- **Constraints:** Limited time and budget.
- **Goal:** Maximize registrations without compromising quality.

Our Strategy

Leveraging insights from the Al Ain campaign, we optimized our approach for the Riyadh market:

1. **Platforms Used:** Meta (Facebook, Instagram, Threads) and **LinkedIn**, which performed exceptionally well in Riyadh for high-quality leads.
2. **Funnel Approach:**
 - **Awareness & Traffic Campaigns** for prospecting new users.

Campaign ↑↓	Results ↑↓	Reach ↑↓	Frequency ↑↓	Cost per result ↑↓
Enum - Segment 1 - Traffic Broad (MOF) Audi...	955 Landing Page Views	91,744	1.54	0.43 Per Landing Page Vie...

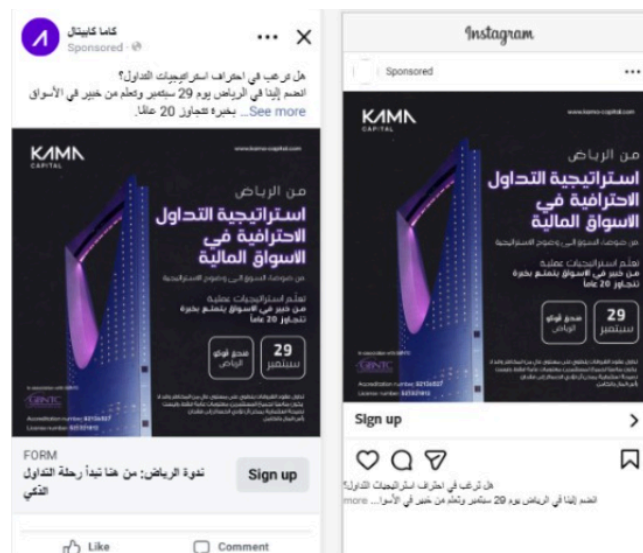
- **Lead Generation Campaigns** targeting engaged users with clear CTAs.

Ad set ↑↓	Results ↑↓	Reach ↑↓	Frequency ↑↓	Cost per result ↑↓
RIYADH -Segment 4 - Targeted Areas - Lead ...	27 Meta leads	8,107	1.97	14.63 ر.س. Per Meta lead
RIYADH -Segment 2 - Interest - Lead Form	242 Meta leads	34,234	2.84	11.62 ر.س. Per Meta lead

Campaign group name	Impressions	Reach	Average frequency	Audience penetration	Average CPM
1 filtered campaign group	42,802	30,420	1.41	3.1%	\$14.71
Riyadh Seminar September 2025 ID: 765397983 • Lead Generation	42,802	30,420	1.41	3.1%	\$14.71

3. Creative Execution:

- Arabic-first creatives tailored for the Riyadh audience.



- UGC-style ads for higher authenticity and engagement.

4. Lead Management:

- **Zoho CRM** used for centralized lead tracking.
- Automated reminders and nurturing messages sent to increase attendance rate.

5. Optimization:

- Budget dynamically shifted to LinkedIn due to its strong CPL performance.

- Campaigns paused **5–6 days before the event** as registration numbers exceeded expectations.

The Results

Metric	Target	Achieved
Confirmed Attendees	120	200+
Attendance Rate	100%+	Venue reached capacity
Budget Usage	100% allocated	Spent less than budget
Campaign Duration	Full period	Paused 5–6 days early

Client Feedback: (From WhatsApp GC)

!!! STOP ALL THE CAMPAIGNS FOR RIYADH !!!

We have more than 200 people who confirmed their attendee in CRM the venue cannot cater to any more so Client requested to pause all and just focus on the existing leads to be nurtured

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