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ADIN.AI SETS STAGE FOR MIDDLE EAST EXPANSION AT DUBAI GITEX GLOBAL 2025

The AI Operating System for Enterprise Marketing debuts in Dubai, showcasing global partnerships with L'Oréal, Vodafone, and Under Armour.



Dubai, UAE – [ADIN.AI](https://adin.ai), the fast-scaling marketing technology company redefining enterprise digital marketing, today announced its participation at **GITEX GLOBAL 2025 (13-17 October, Dubai World Trade Centre)**. Positioned as *“The AI Operating System*

for Digital Marketing,” [ADIN.AI](#) unifies fragmented marketing into a single intelligent layer delivering measurable efficiency, cost savings, and performance impact for enterprise advertisers.

Trusted by Global Leaders

ADIN.AI is already powering enterprise marketing for some of the world’s largest brands, including **L’Oréal (28 brands), Vodafone, Under Armour, İşbank, Akbank, and Hyperoptic**. Since its launch in December 2023, the platform has managed more than **100,000 campaigns**, driving results such as:

- **+73% budget efficiency** in Beauty
- **-82% Cost per Install** in FinTech
- **£7M savings** in Retail

GCC Growth Focus

As part of its global expansion, [ADIN.AI](#) is placing a **strategic focus on GCC** markets empowering regional advertisers to gain full-funnel visibility, reduce inefficiencies, and scale ROI through AI-native marketing.

"Enterprise marketing has reached a complexity ceiling. Human-led operations across fragmented platforms are no longer sustainable. ADIN.AI solves this by becoming the 'home screen' for enterprise marketing — enabling planning, activation, optimization, and auditing to happen in real time. Dubai is now the ultimate stage where marketing leaders, investors, and tech disruptors connect to shape the future and GITEX GLOBAL is the launchpad for our GCC and wider EMEA expansion," said [Serhat Gurcu](#), **Co-Founder & CEO of ADIN.AI**

Platform Capabilities include:

- **AI-Powered Media Planning** — Build intelligent, cross-channel plans in minutes.
- **Digital MMM** — Forecast ROI by funnel stage and quantify marginal returns.
- **Smart Optimization** — AI continuously analyzes performance and reallocates spend within guardrails.
- **Holistic Dashboard & Instant AI Reporting** — Standardized insights and executive-ready reports in minutes.

About ADIN.AI

ADIN.AI is THE AI OPERATING SYSTEM FOR DIGITAL MARKETING, built to streamline workflows, cut wasted spend, and deliver measurable ROI at scale. Headquartered across

London, Istanbul, Dubai, and its US establishment, the company's vision is to become the AI home screen of every advertiser worldwide.

Meet ADIN.AI at GITEX GLOBAL 2025

ADIN.AI will showcase its platform and host live demos at **Hall 14, Booth H14-B60**.
"Dubai is the ultimate stage where marketing professionals, investors, and tech disruptors connect, innovate, and shape the future. We're proud to be exhibiting at [GITEX](#) and invite enterprises, partners, and investors to connect with us."

 **Learn more & book a demo at GITEX: adin.ai**

 **Press Contact: press@adin.ai**