

ELECTRIC SUCCESS

Tap into Kargo's proven expertise within Electrification to elevate your next campaign

CHALLENGE

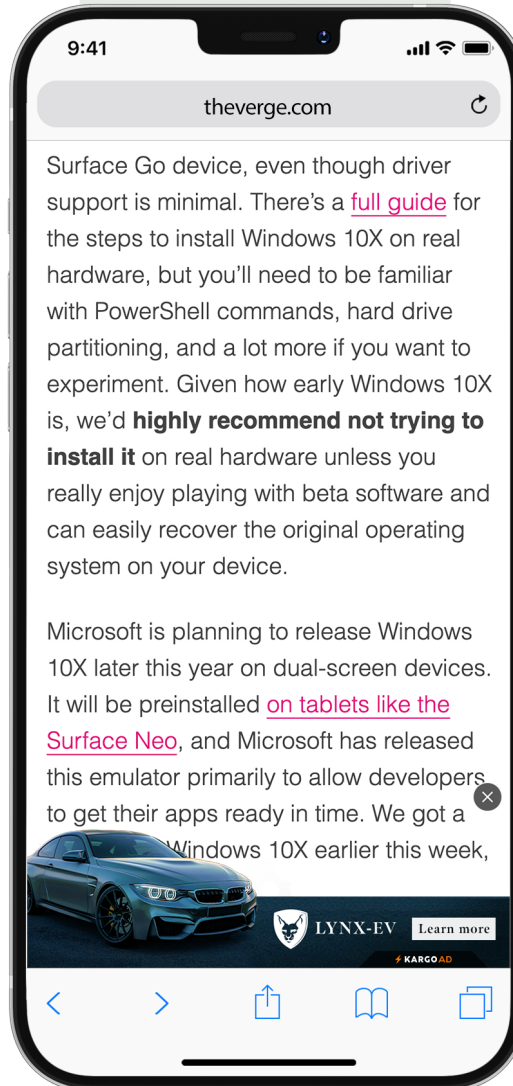
How do you stand out amongst the competitors and amplify your new EV launch to the desired target market?

SOLUTION

Marry beautiful, mobile-first creative with premium editorial environments to effectively reach your audience while they are researching their next EV vehicle or consuming their favorite content. Kargo had recent success with an EV launch — including a brand study — and the results are shockingly great!

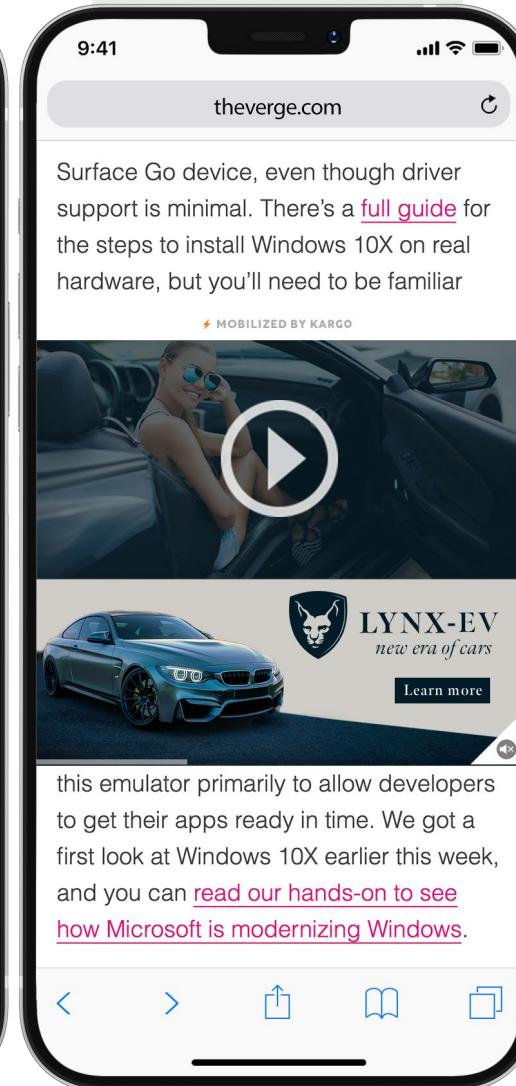
BREAKAWAY

1.5x CTR BENCHMARK



BRANDED CANVAS VIEWSTREAM

3x CTR BENCHMARK



24.3%

LIFT IN AWARENESS

28.8%

LIFT IN FAVORABILITY

30%

LIFT IN AD RECALL

22.5%

LIFT IN CONSIDERATION