

BLAST OFF WITH E-COMM

CHALLENGE

How do you drive online sales and build brand awareness for a plant-based milk brand amongst its target audience?

SOLUTION

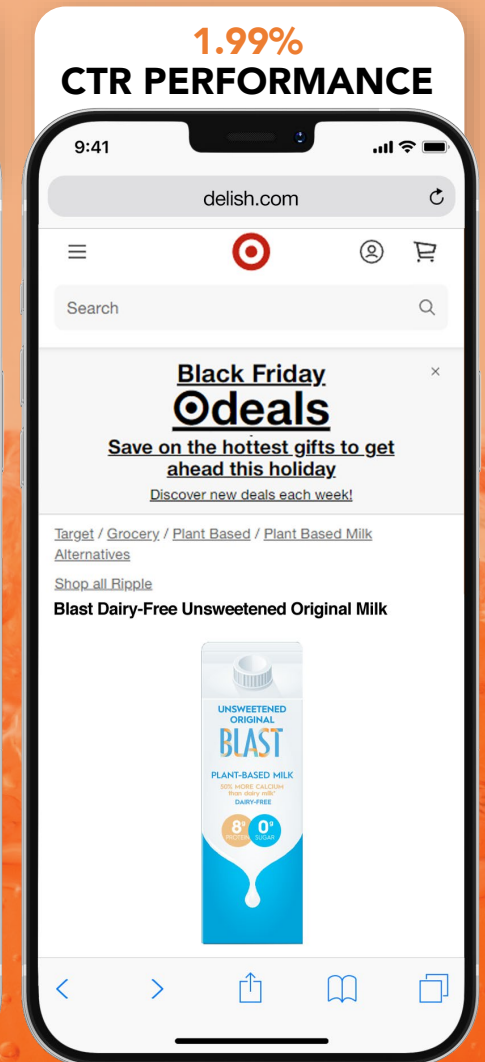
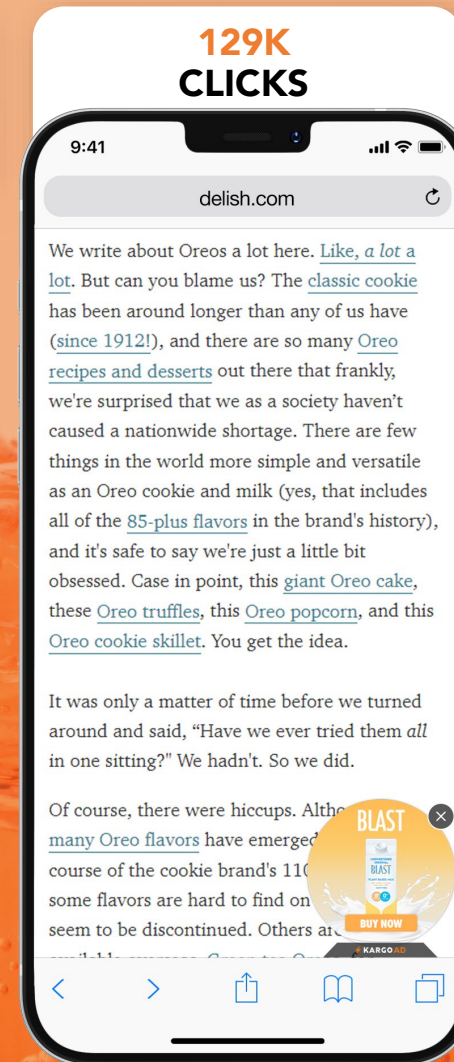
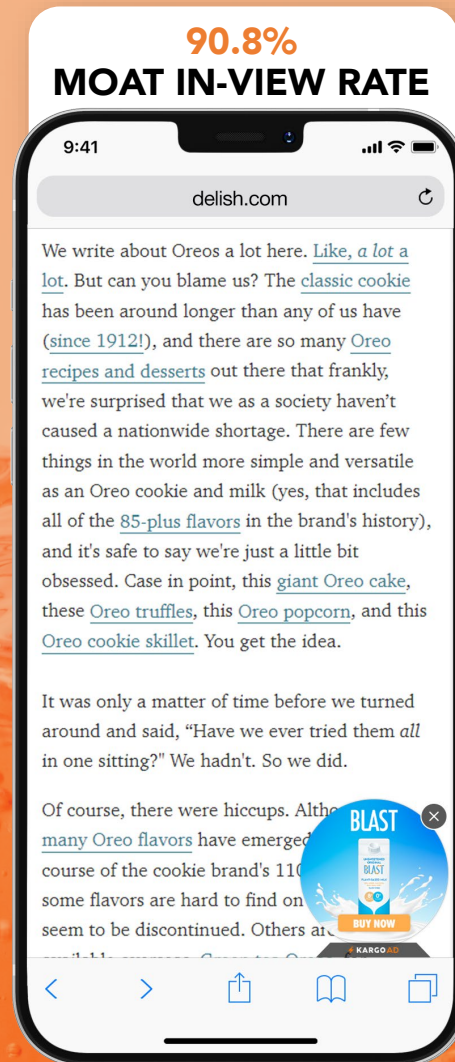
Partner up with Kargo and SmartCommerce for exclusive ad technology! We simplified the customer journey to a single tap by utilizing Quick2Cart to add the featured product directly to the cart of the user's favorite retailer's shopping cart.

Our **Scroll-Reactive Sidekick** ad unit not only generated higher conversions but drove a significant lift in awareness amongst millennial plant-based foodies.

MEASUREMENT PARTNER



Source: Upwave, Kargo Brand Response Q2 2022, *95% Confidence Level Positive Lift



+8.5 pts

DIRECTIONAL LIFT IN AWARENESS

\$135,151.61

TOTAL CART TRANSFER VALUE