

DRIVING AUTO SUCCESS WITH BRANDED TAKEOVER

GOAL

In 2020, Kargo teamed up with a leading auto brand to generate Awareness and Consideration for their new 2020 model by taking advantage of the new Branded Takeover.

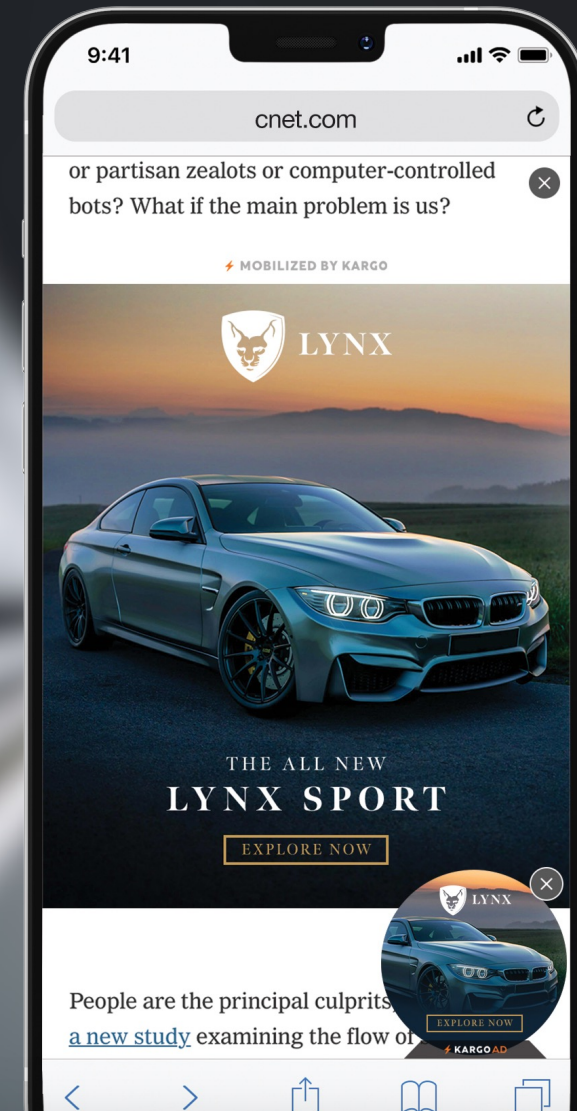
SET UP

The Branded Takeover ran alongside an Always-on rotation of standalone custom creatives (Breakaway + Highrise), utilizing 1P data, 3rd party data & contextual based targeting to pinpoint auto intenders. Creative performance was evaluated by a proprietary Kargo Brand Study, customized to understand Brand Lift metrics such as Awareness, Consideration and Favorability.

OUTCOME

Branded Takeover consistently outperformed standalone media across all brand health metrics. The use of Kargo's Branded Takeover drove a 37% increase in awareness, achieving the #1 Brand for awareness, above all other competitors.

Source: Kargo Brand Response, Q3-Q4 2017, *95% Confidence Level Positive Lift



+4.4%
AWARENESS LIFT

+4.4%
CONSIDERATION LIFT

+3.3%
AD RECALL LIFT