

# DRIVING INNOVATION

Creating a road map for a winning full-funnel strategy.

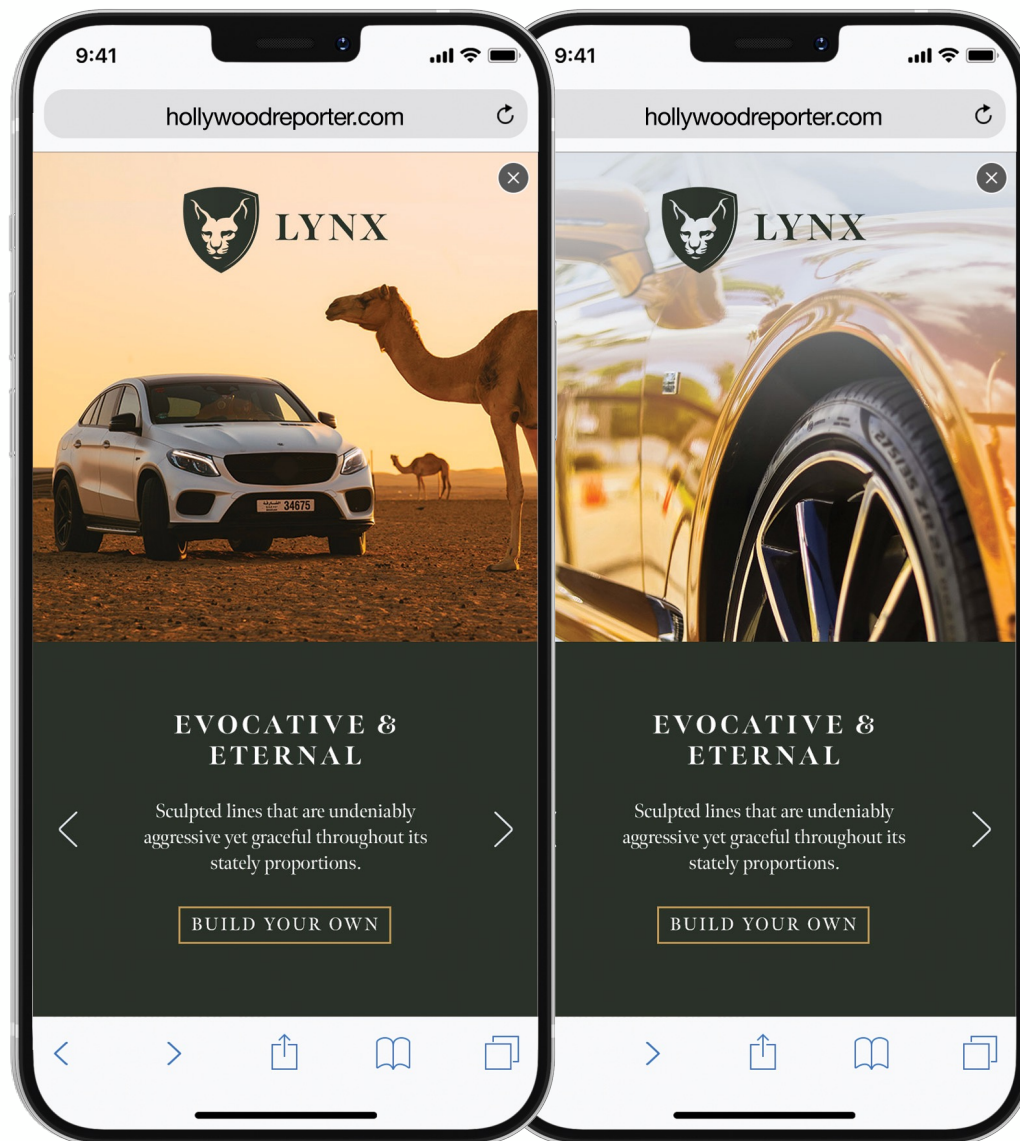
## CHALLENGE

How do you route potential car buyers toward a new set of wheels?

## SOLUTION

Give them a virtual test drive! Kargo's Navigator rich media unit put users behind the wheel to let them explore the features of a new car model. The campaign left benchmarks in the dust.

Sources: 1 MOAT; 2 Kargo Metrics



# 86%

**IN-VIEW RATE<sup>1</sup>**  
1.2x Benchmark

# 55s

**IN-VIEW TIME<sup>1</sup>**  
6.9x Benchmark

# +3.3%

**ENGAGEMENT<sup>2</sup>**  
8.8x Benchmark