

# CASE STUDY

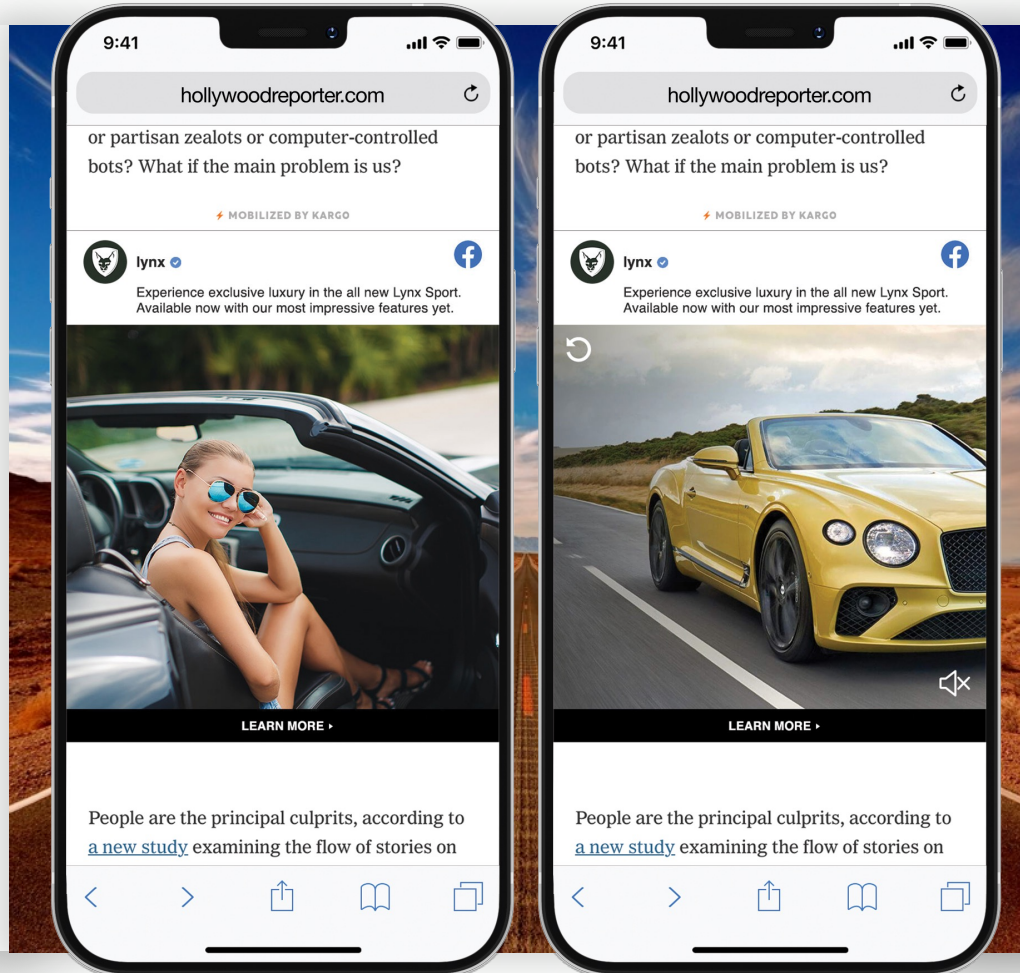
# DRIVING NATIVE RESULTS

## CHALLENGE

How do you drive awareness of a luxury automobile brand using Automated Brand Advertising (ABA)?

## SOLUTION

Leverage Kargo's high-performing format and premium publisher network while using your existing native and social assets. This brand used both Display and Video units to boost traffic and awareness for the release of their new car.



ABA DISPLAY 300 x 250

ABA VIDEO 300x250

Display

0.47%

AVERAGE CTR

Video 300x250

83%

VIDEO COMPLETION RATE