

OPTIMIZE COST PER SITE VISIT WITH HIGH-IMPACT CREATIVES

CHALLENGE

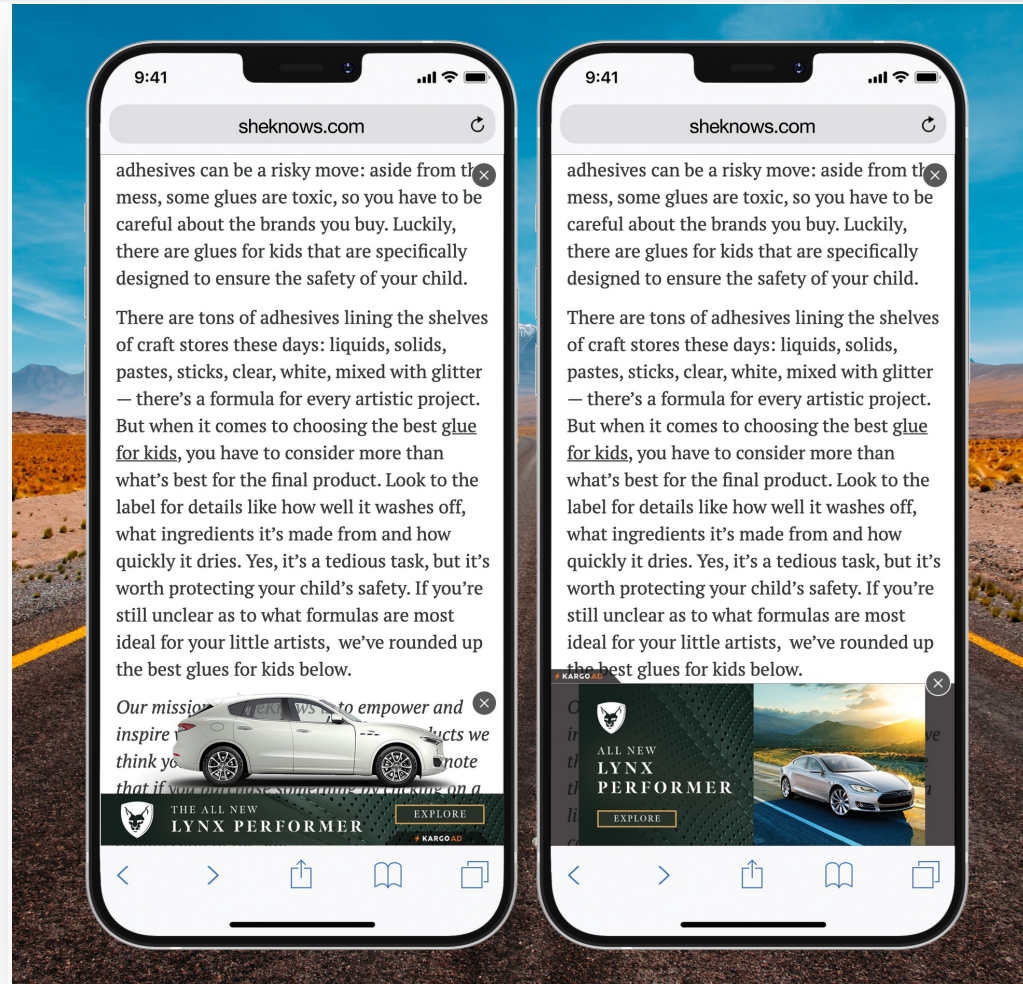
How can a Tier 2 dealership association optimize High-Impact creatives towards Cost Per Site Visit (CPSV) for their sales events?

SOLUTION

Kargo transformed standard assets into high impact Breakaway and Anchor, delivering them as a package to enable optimization towards the strongest click-driving creatives. We then tested and fine-tuned the copy, animation and positioning of the offer towards top performance.

As a geo-targeted campaign, we started with a broad site list and implemented the Kargo Pixel, providing visibility to optimize inventory and maximize scale against engaged users. We also managed iOS and Android traffic separately to deliver best practices for each OS and minimize effects of device-specific measures like Apple's ITP.

Kargo Publisher Platform, 2021



BREAKAWAY

ANCHOR

RESULTS

By setting up the campaign to give us the levers and insights needed to drive top creative performance across maximum available inventory, we were able to **reduce CPSV by 267%** and meet the campaign's target.

+267%
REDUCTION IN COST
PER SITE VISIT