

# TEMPTING SNACKERS WITH CRAVINGS & SAVINGS

## CHALLENGE

In a saturated snack market, how do you tempt snackers to eat up your brand?

## SOLUTION

You serve up an irresistible offer. Kargo cooked up an engaging game that generated instant snack coupons, redeemable at 7-Eleven and Circle-K stores. Consumers ate it up, driving a benchmark-busting engagement rate and coupon save rate, as well as a lift in in-store conversions.

**34%**

**ENGAGEMENT<sup>1</sup>**  
11x Benchmark

**9%**

**SAVED COUPON<sup>2</sup>**  
1.8x Benchmark

**1.4%**

**LIFT IN STORE  
CONVERSION<sup>3</sup>**

