

# KARGO BOOSTS CPG ROAs

## CHALLENGE

A CPG brand approached Kargo to help drive awareness and purchase intent across multiple product lines, leveraging a Marketing Mix Modeling (MMM) Study to measure ROI and Sales Lift.

## SOLUTION

We leveraged a mix of Beyond the Banner creatives and In-Article formats within premium contextual environments, all specifically designed to drive awareness and traffic for the brand.

Kargo recommended that the CPG Brand measure Kargo individually within the MMM study, allowing us to properly attribute the true impact on ROAS of Kargo-built creatives.

By leveraging mobile-first creatives and measuring their success individually, we were able to successfully understand the strong impact that mobile-optimized solutions have on ROI.

## MEASUREMENT PARTNER



Source: IRI, January 2020, ROAS – is when marketing investments are evaluated to determine which methods are working and how they can improve future advertising efforts.

