## 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**

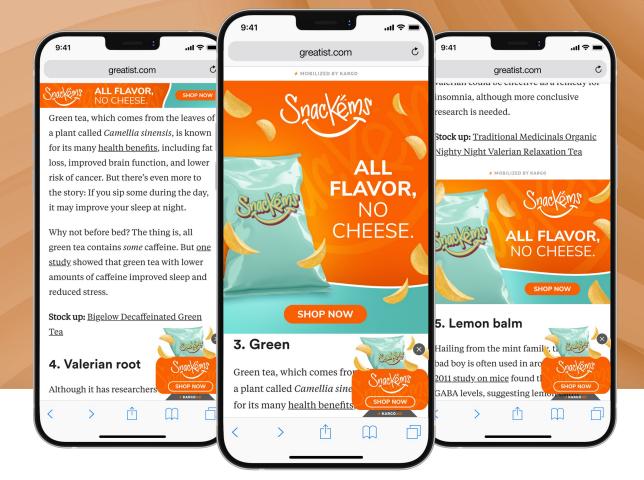
We leveraged a mix of Beyond the Banner creatives and In-Article formats within premium contextual environments, all specifically designed to drive awareness and traffic for the brand.

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**





	PRODUCT 1 Kargo x IRI Ranking #1	PRODUCT 2 Kargo x IRI Ranking #2	PRODUCT 3 Kargo x IRI Ranking #3
ROI	228	149	120
IMPRESSIONS	21.8MM	24.5MM	19.5MM