

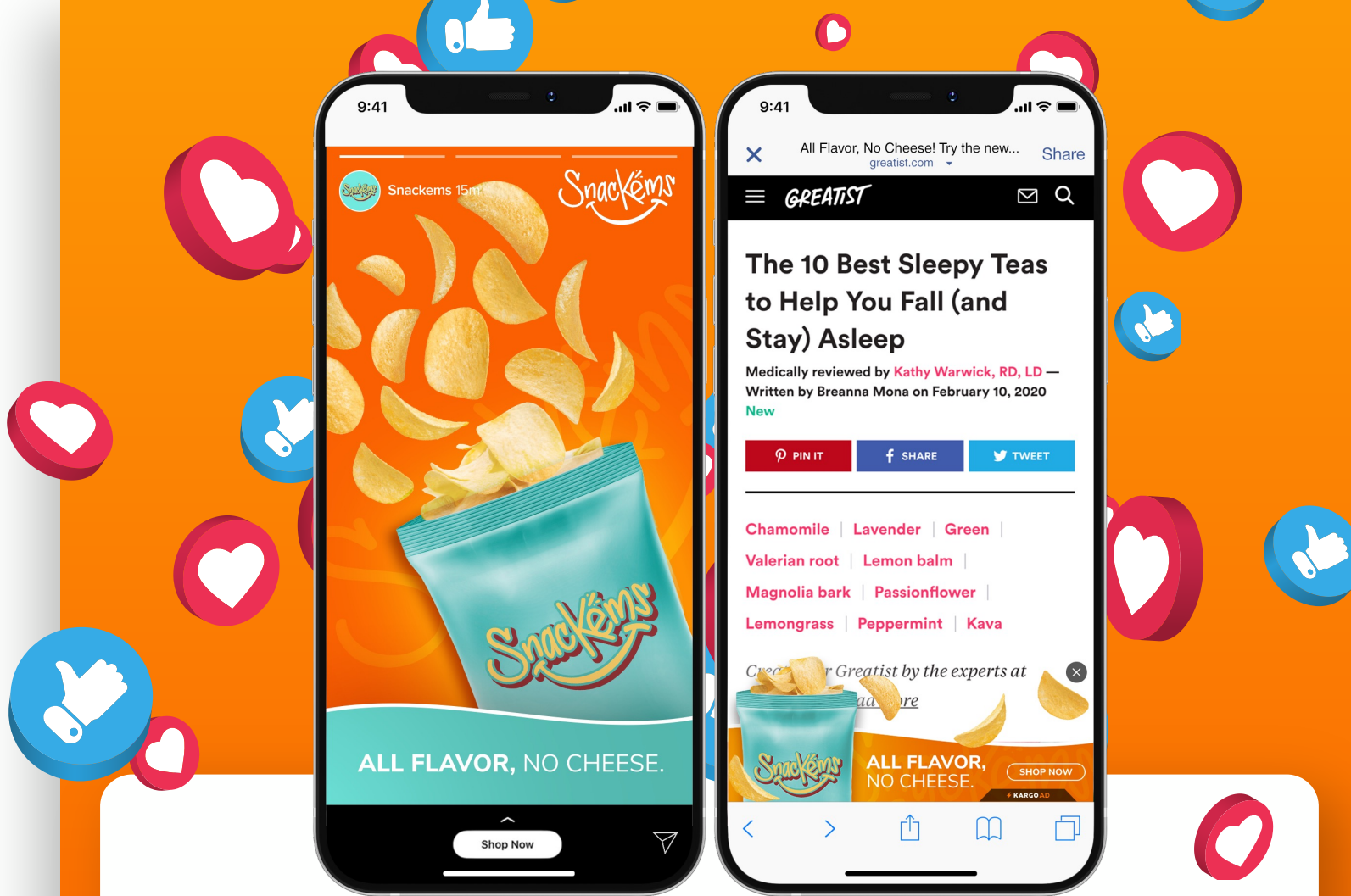
SOCIAL (INTERCEPT) SUCCESS

CHALLENGE

How do you reach your audience in highly engaging environments where they are consuming and sharing content?

SOLUTION

You marry eye-catching creative, smart targeting and social environments to drive the conversation! Kargo's exclusive Social Intercept unit intercepts audiences once they engage with editorial content from their social feeds, opening the content within a webkit experience. Kargo's ability to insert ads within these experiences drove performance well above benchmark for engagement, expansion and in-view metrics.



SOCIAL INTERCEPT EXPANDABLE HOVER

1.3%

ENGAGEMENT RATE¹
1.5x Benchmark

23s

IN-VIEW TIME²
1.5x Benchmark

1.3%

AD EXPANSION RATE¹
2.6x Benchmark