

# LINKED TO AWARENESS

Kargo's award-winning creative drives click through rates and brand study results.

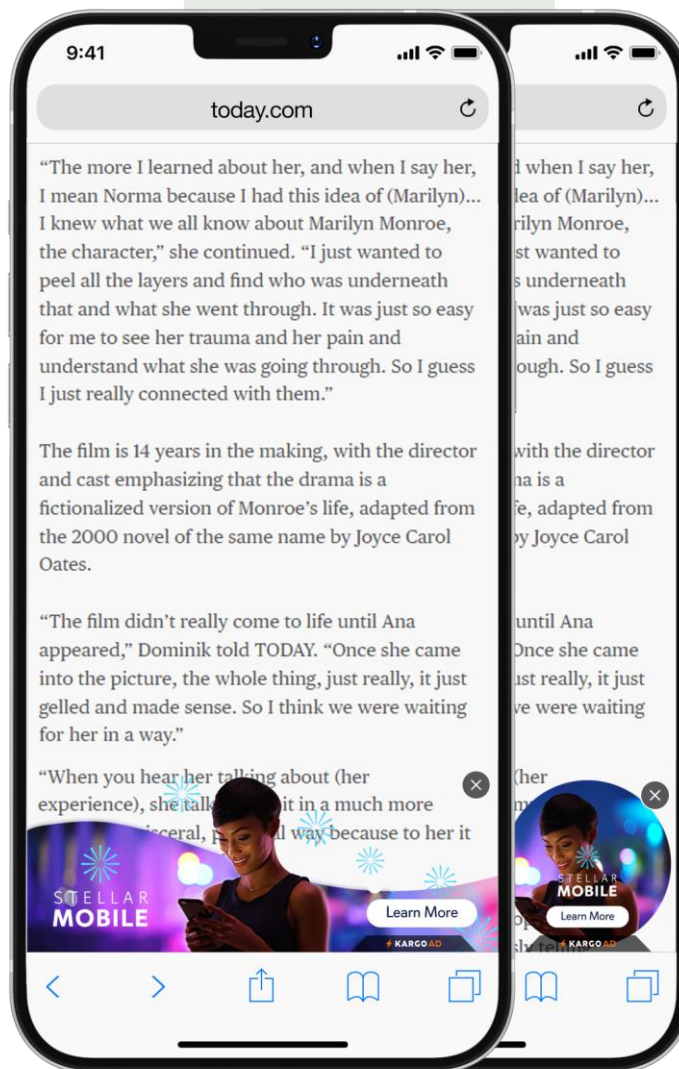
## CHALLENGE

How do you improve past creatives to increase brand awareness of a new tech solution to business professionals?

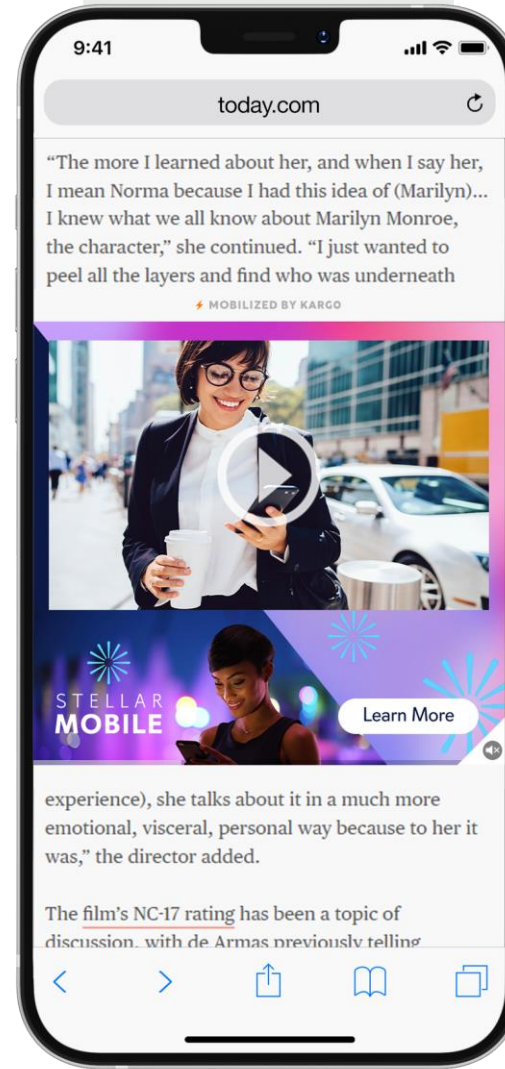
## SOLUTION

Kargo's creative team was able to enhance the past creatives by optimizing the CTAs, which coupled with a new blended targeting approach led to significant lifts in brand awareness.

### BREAKAWAY



### BRANDED CANVAS VIEWSTREAM



+58%

ABOVE CTR BENCHMARK

+26%

LIFT IN BRAND AWARENESS