

DRIVE HOME TECHNOLOGY PURCHASE INTENT WITH BRANDED TAKEOVER

GOAL

How can a home tech brand drive awareness and intent and break through the Mother's Day clutter in a brand-safe way?

SET UP

- We surrounded Mother's Day with The Branded Takeover, Kargo's exclusive solution that uses multiple Kargo-enhanced creatives to break through the clutter and own 100% article-level SOV. We coupled the Branded Takeover with always on standalone custom creatives to drive scale and reach throughout the full flight.
- With brand safety top of mind in 2020, we deployed a brand-safe keyword list as well as Kargo's proprietary Sentiment Targeting to reach users only as they consumed positive, brand-safe content.
- Performance was evaluated by a Dynata Brand Study measuring Brand Lift metrics such as Awareness and Intent.

Source: Kargo Brand Response, Q3-Q4 2017, *95% Confidence Level Positive Lift



OUTCOME

The campaign outperformed brand health metric thresholds and drove mass awareness and intent during the busy holiday period.

+22PT

LIFT IN BRAND
FAVORABILITY

+7PT

LIFT IN
PURCHASE INTENT

+20PT

LIFT IN DIGITAL
AD AWARENESS



BRAND STUDY RESULTS

+22PT

LIFT IN BRAND FAVORABILITY

+15PT

LIFT IN PURCHASE INTENT

+7PT

LIFT IN PURCHASE INTENT

+20PT

LIFT IN BRAND FAMILIARITY

+10PT

LIFT IN AIDED AWARENESS

