

DRIVE DIFFERENTIATION WITH BRANDED TAKEOVER

CHALLENGE

A tech brand sees consistent success with Kargo's high-impact creatives. How could we improve on our strong performance and drive awareness for a new home tech product, while maintaining ease of activation?

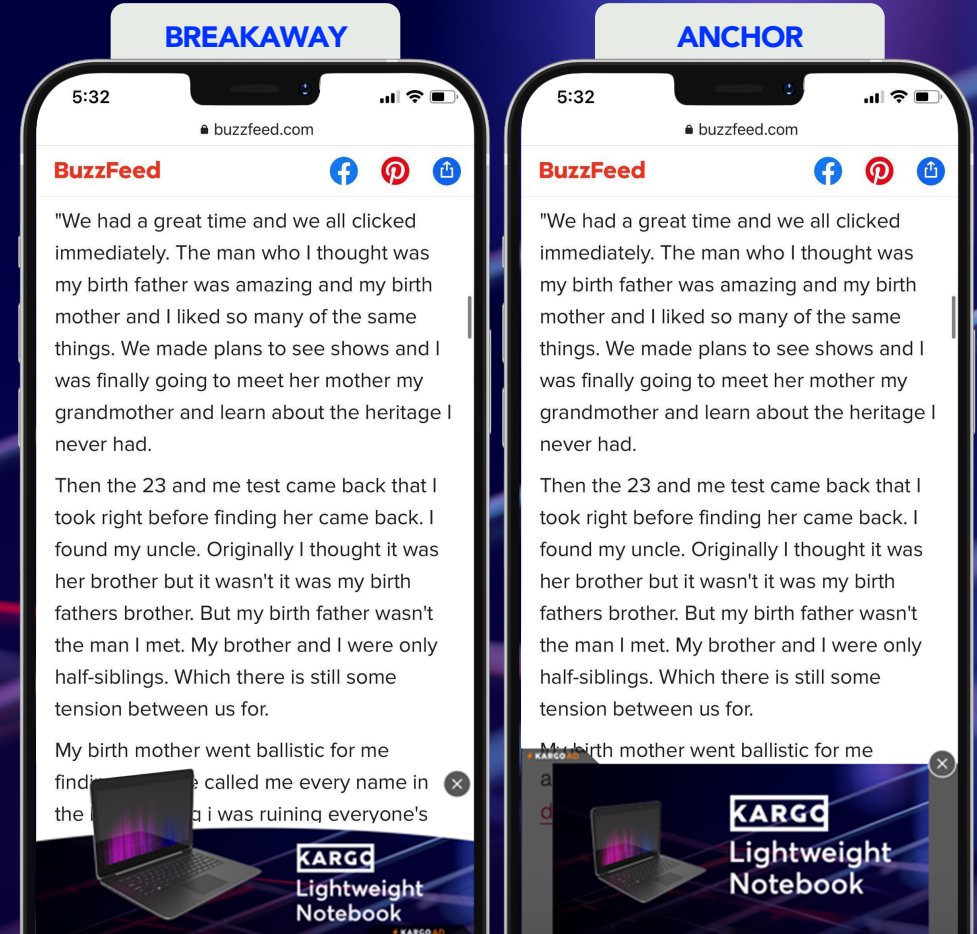
SOLUTION

- We supplemented our top-performing Anchor by introducing our above the fold Breakaway solution, which is one of Kargo's top traffic and awareness driving formats.
- Kargo's award-winning creative production team was able to take standard assets and develop them into enhanced custom creative within an efficient 3-round creative process.
- By using turnkey yet custom-designed creatives, we drove positive lift in brand perception across 5 different categories.

MEASUREMENT PARTNER



STANDARD ASSET:



+19.3%
LIFT IN AD
AWARENESS

+7.4%
LIFT IN
FAVORABILITY

7%
LIFT IN
PURCHASE INTENT



BRAND STUDY RESULTS

+19.3PT

LIFT IN
AD AWARENESS

+7.4PT

LIFT IN
FAVORABILITY

+7PT

LIFT IN
PURCHASE INTENT

LIFT IN BRAND PERCEPTION:

+11.7PT

"Brings The Latest Technology"

+8.6PT

"Has The Right Products"

+7PT

"Is An Innovative Brand"

