

# RED CARPET RESULTS

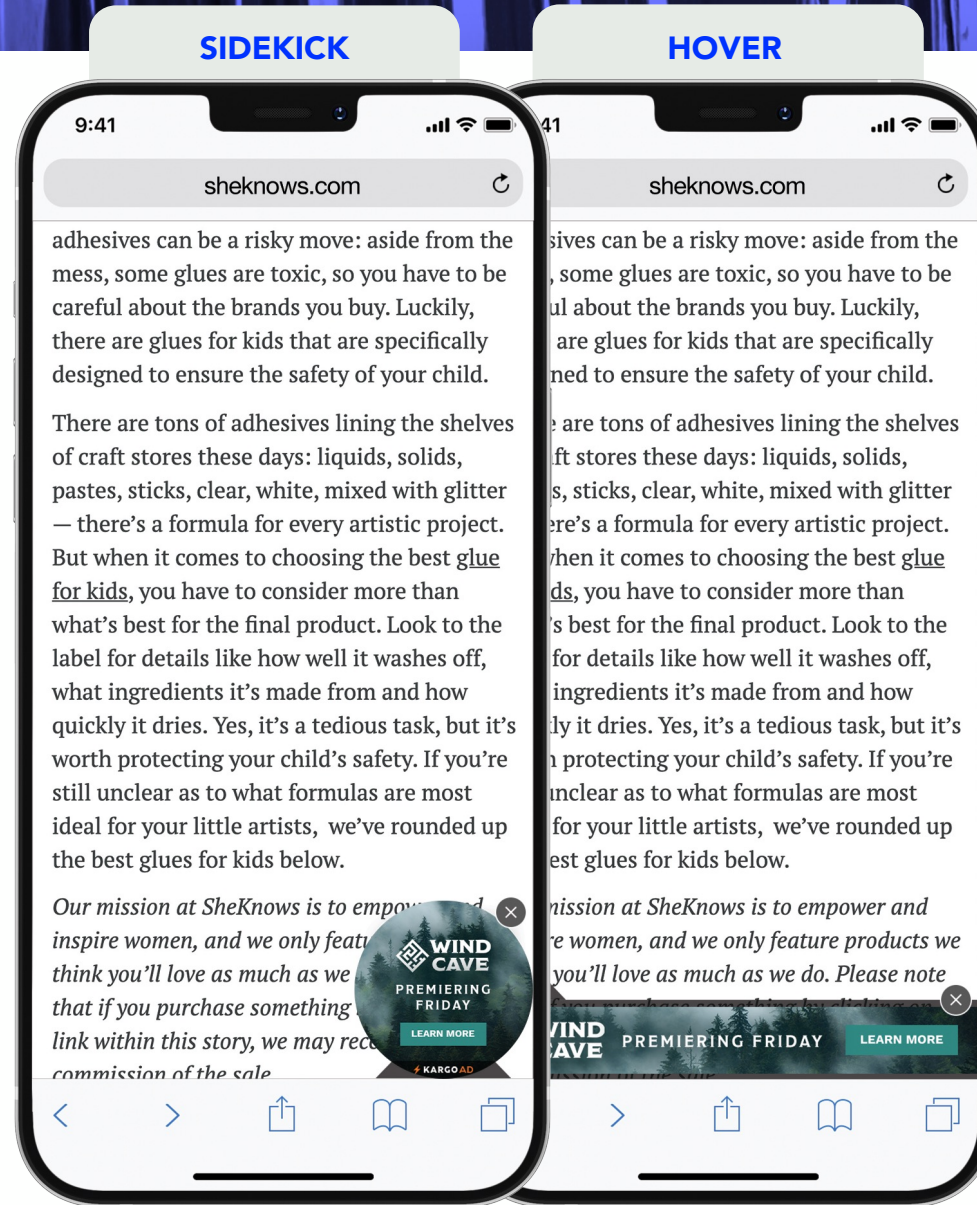
## CHALLENGE

How do you drive traffic to digital downloads of the latest action hit on Android devices?

## SOLUTION

You give device-targeted, mobile-first creatives the lead role! Kargo's award-winning Design team brought the thrill of the silver screen to the small screen with the **non-intrusive Sidekick** and **Hover Banner**.

Cinematic animations worthy of winning Best Animated Feature caught eyes and drove clicks up to **4x above benchmark**. Layering on Android device targeting and activating across **300+ premium sites** resulted in blockbuster performance from the first take!



Sidekick

**4x**

CTR BENCHMARK

Hover

**2.1x**

CTR BENCHMARK