

TELEVISION TUNE-IN

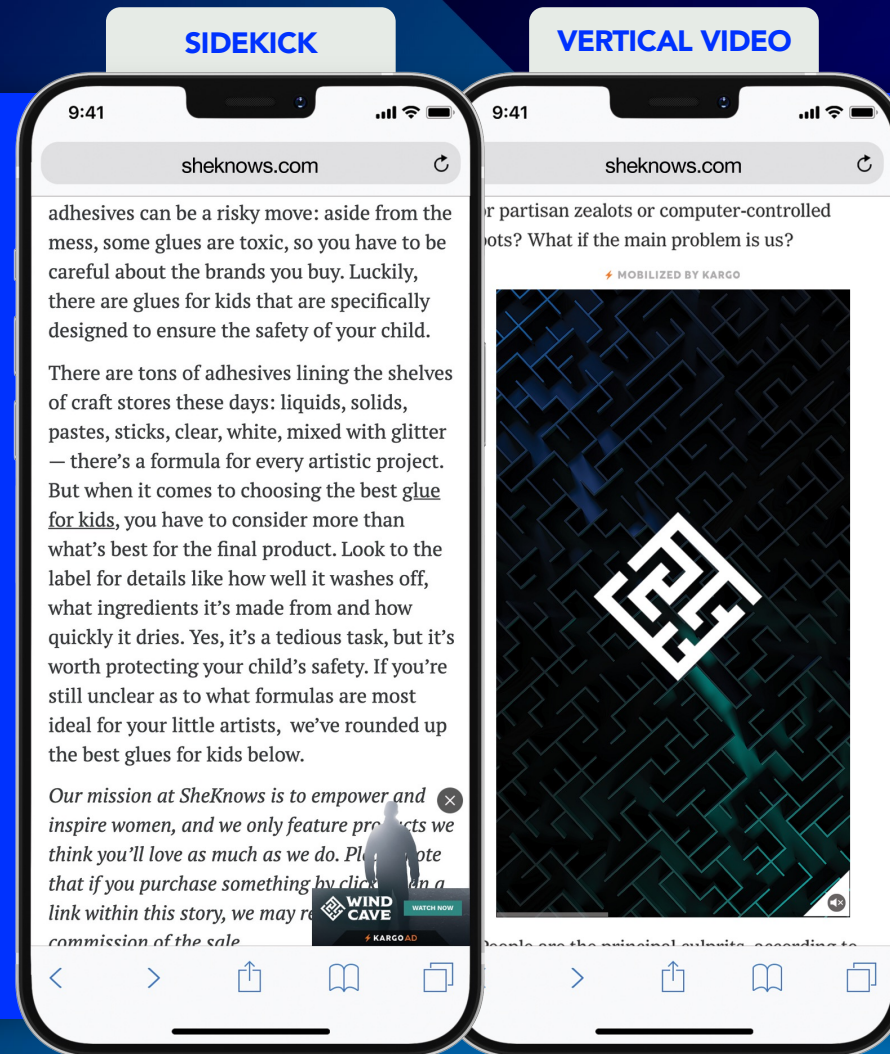
CHALLENGE

How do you ensure that your mobile campaign drives your target audience to tune into your programming?

SOLUTION

You test the effectiveness of Kargo's enhanced creative through a SambaTV study! By leveraging a mix of an eye-catching Sidekick and Vertical Video—showcasing the show's creative to a highly engaged editorial audience—Kargo was able to prove that the mobile campaign drove programming tune-in!

MEASUREMENT PARTNER



+10.8%
LIFT IN TUNE-IN RATE¹

1%
AVG CTR²
2x Benchmark

17%
AVG VRC²
1.5x Benchmark