TELEVISION TUNE-IN

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9:41

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 eyecatching 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

SAMBA TV

9:41

SIDEKICK

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adhesives can be a risky move: aside from the mess, some glues are toxic, so you have to be careful about the brands you buy. Luckily, there are glues for kids that are specifically designed to ensure the safety of your child.

There are tons of adhesives lining the shelves of craft stores these days: liquids, solids, pastes, sticks, clear, white, mixed with glitter — there's a formula for every artistic project. But when it comes to choosing the best <u>glue</u> <u>for kids</u>, you have to consider more than what's best for the final product. Look to the label for details like how well it washes off, what ingredients it's made from and how quickly it dries. Yes, it's a tedious task, but it's worth protecting your child's safety. If you're still unclear as to what formulas are most ideal for your little artists, we've rounded up the best glues for kids below.

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VERTICAL VIDEO

MOBILIZED BY KARGO



+10.8%



