## **ON THE MONEY**

**SIDEKICK** 

2

KARGC

APT BUILDING 1

**VERTICAL VIDEO** 

asn't the birth father's kid. Everyone

## **CHALLENGE**

How do you educate your audience about a new financial product on their favorite screen?

## **SOLUTION**

You launch a custom mobile-first unit proven to drive engagement. The Kargo Anchor Rich Media Generator quickly caught the audience's attention, enticing them to scroll through a multiple page questionnaire. The results were off the charts!

## al 🕆 🗖 5:32 5:32 buzzfeed.com buzzfeed.com BuzzFeed **( BuzzFeed** ົ "We had a great time and we all clicked We had a great time and we all clicked immediately. The man who I thought was my birth father was amazing and my birth mother and I liked so many of the same things. We made plans to see shows and I UILD A PORTFOLIO AILORED TO YOUR was finally going to meet her mother my NEEDS WITH JUST grandmother and learn about the heritage I QUESTIONS. never had. Then the 23 and me test came back that I took right before finding her came back. I found my uncle. Originally I thought it was START WITH YOUR STYLE her brother but it wasn't it was my birth I consider my investment style to be fathers brother. But my birth father wasn't the man I met. My brother and I were only half-siblings. Which there is still some tension between us for. NEXT Mv birth mother went ballistic for me I cansider my KARGO

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**2.8%** EXPANSION RATE +87% Benchmark<sup>1</sup>

**9.8%** EXPANSION RATE +85% Benchmark<sup>1</sup>

91.5% IN-VIEW<sup>2</sup>