

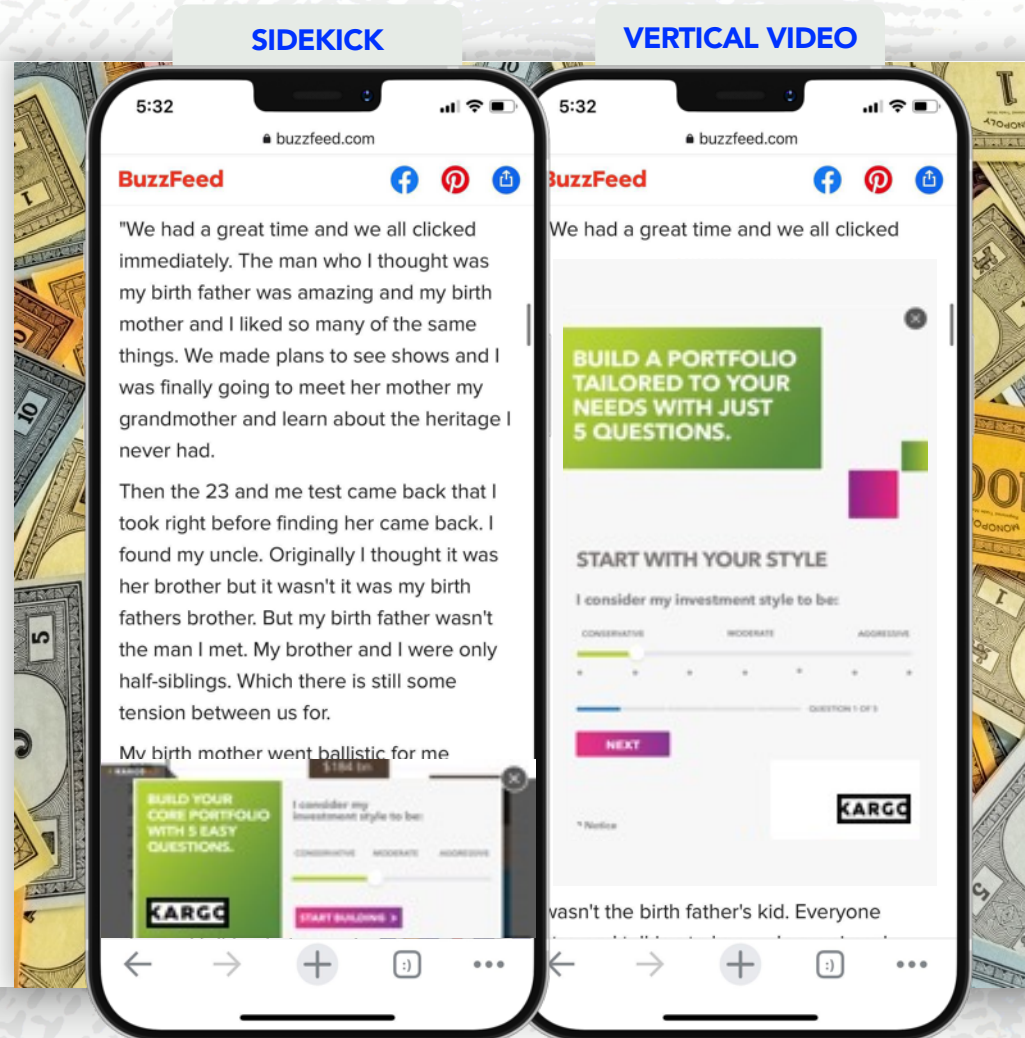
# ON THE MONEY

## 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!



**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>**