

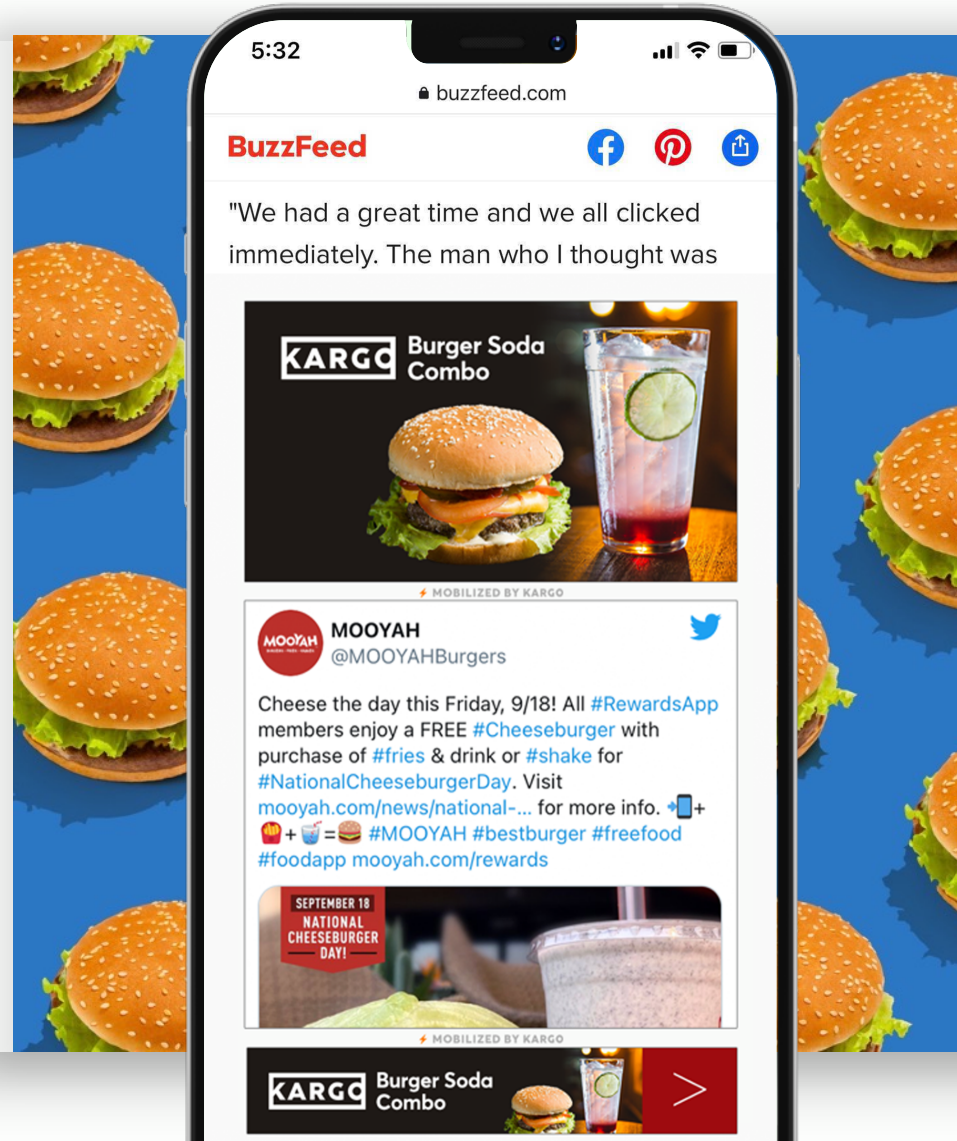
HIT THE SPOT WITH SOCIAL CANVAS

GOAL

How can a QSR brand drive awareness of their new combo menu and contextually align with trending content?

SET UP

- We leveraged Kargo's exclusive Social Canvas, targeting trending and relevant social embeds within premium editorial content.
- By targeting embeds that included relevant keywords, social media accounts and influencers, and broader contextual categories that aligned with the target audience's interests, we were able to reach.



RESULTS

The Social Canvas drove a 7.2pt positive lift in consideration, and outperformed clickthrough and in-view rate benchmarks, indicating that the creatives successfully reached and resonated with the intended audience.

1.3x ABOVE CTR BENCHMARK

70% IN-VIEW RATE
Standard in article in-view rate: 57%

7.2PT LIFT IN CONSIDERATION