

# A+ CREATIVE

## Engagement With High-Impact Creative

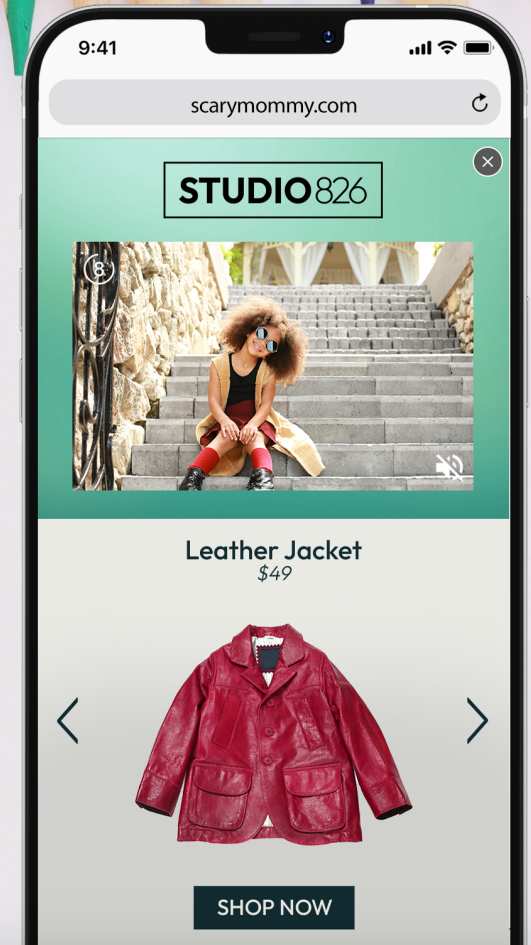
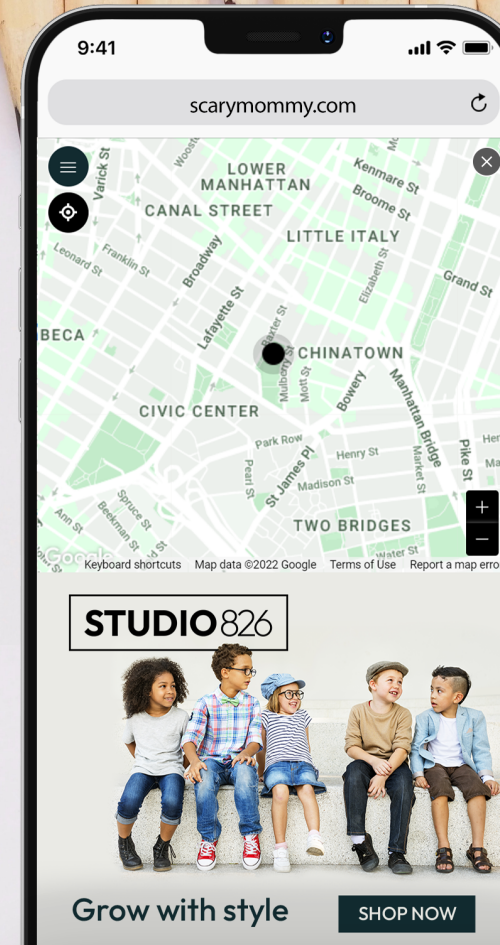
### CHALLENGE

How do you consecutively run two benchmark-breaking engaging RM formats?

### SOLUTION

- Engagements weren't hard to come by when it came to Kargo's campaign partnership with a major retailer during the back to school shopping season.
- Kargo's award-winning creative team worked to build out a Store Locator that offered audiences a simple, easy solution to finding the stores nearest them, and a Carousel with Video that delivered strong engagement and video views. This dynamic duo inspired benchmark-breaking performance across the board while leaving a lasting impression with audiences.

Source: Research Now Study, Q2 2018, \*Statistically Significant Difference at 90%



Store Locator  
**+18.5%**  
ENGAGEMENT RATE

Video Carousel  
**+13.1%**  
ENGAGEMENT RATE

ENGAGEMENT RATE BENCHMARK 7%