

# AN EYE FOR ENGAGEMENT

## CHALLENGE

How do you get gift givers to engage with your luxurious, high-fashion brand?

## SOLUTION

You design irresistible creative that leaves them searching for the perfect gift! Kargo crafted an engaging Shoppable Carousel unit that expanded from a Hover Banner. Consumers spent time carefully searching and shopping across a range of content verticals, showing gift givers will engage with your brand and purchase that gift!

**21%**

**ENGAGEMENT RATE<sup>1</sup>**  
2x Benchmark

**75%**

**IN-VIEW RATE<sup>2</sup>**  
1.8x Benchmark

