

BACK TO COOL

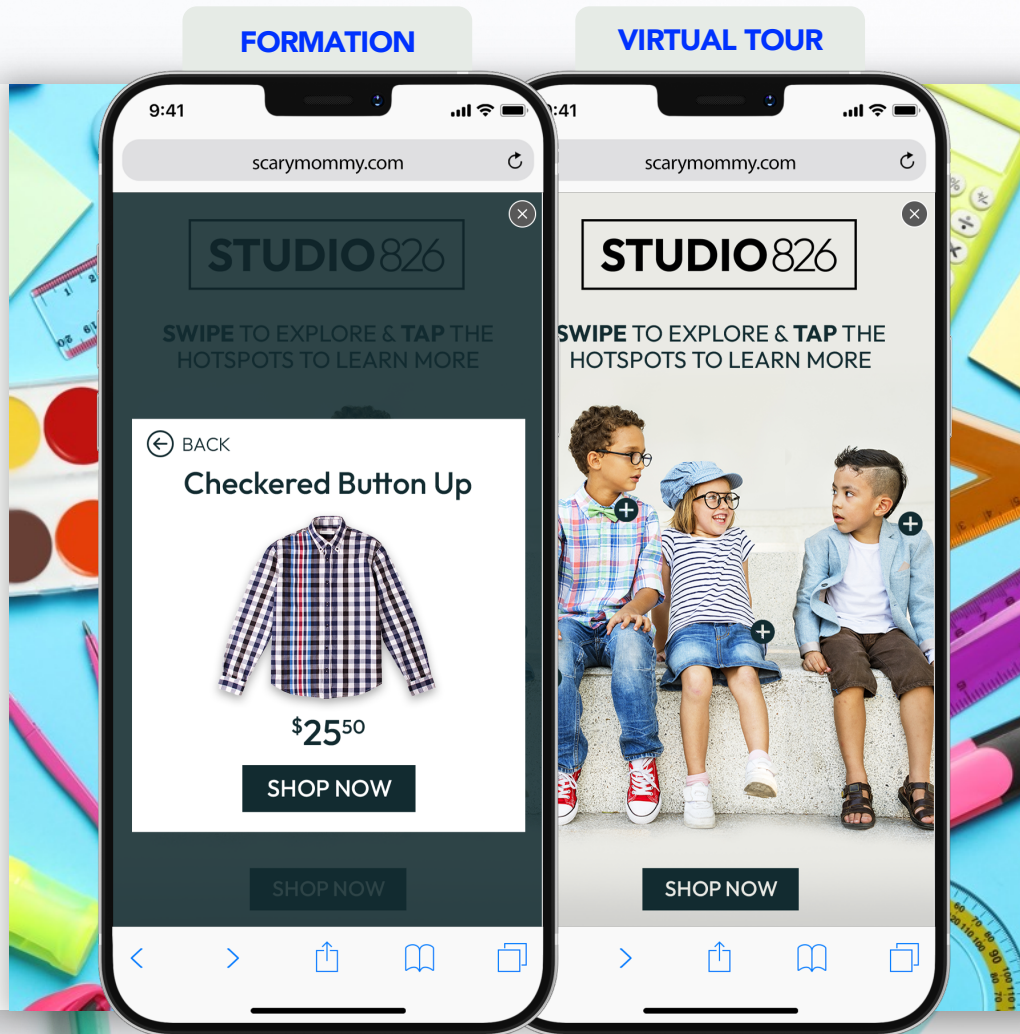
CHALLENGE

How do you drive busy Moms in-store for back-to-school shopping?

SOLUTION

You start a store-like shopping experience on their mobile screens with ads that recreate browsing shelves and racks. Kargo's Formation and Virtual Tour units enticed users to swipe and tap to explore a wide range of student accessories and looks. The results: Straight As across all KPIs.

Sources: 1. Kargo Research, Placed Study, Campaign Flight: July - September 2016, Campaign Size: 32.3MM Impressions, Statistically Significant at 99% Confidence Level 2. Kargo Engagement Metrics



17%

LIFT IN STORE VISITS¹
18% Above Benchmark

\$0.72%

COST PER VISIT¹
3x Benchmark

4.24%

ENGAGEMENT RATE²
2.2x Benchmark