

CELEBRATORY RESULTS

CHALLENGE

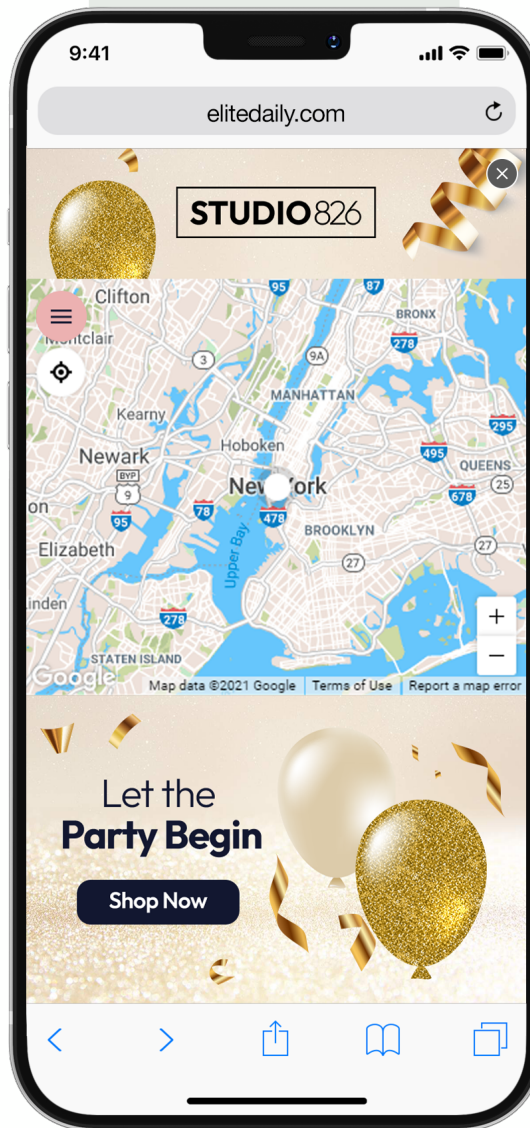
When it's time to celebrate, how do you most effectively leverage mobile advertising to bring awareness to and encourage shoppers to visit your store for party supplies?

SOLUTION

You make the mobile ad experience just as festive as the in-store experience! By leveraging the high-impact Anchor and Hover banners that expand to a Store Locator unit, Kargo not only brought awareness to the brand, but also drove shoppers to their closest party store – a campaign worth celebrating!

+14.8% STORE VISITS

STORE LOCATOR



ANCHOR & HOVER

