

HOME DÉCOR & MORE

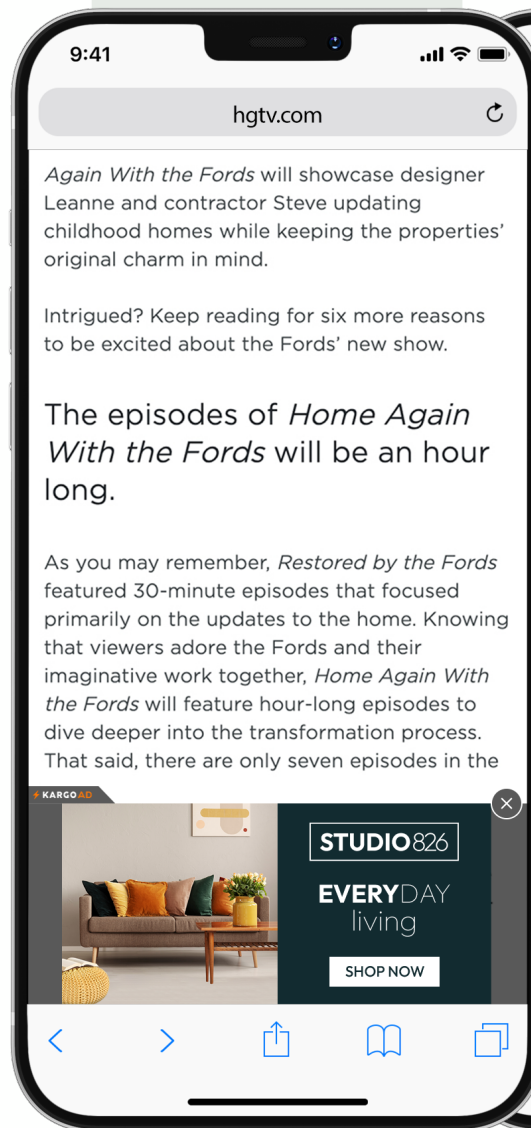
CHALLENGE

In a saturated market, how do you most effectively leverage mobile advertising to bring awareness to and encourage Home Décor Shoppers to visit your Superstore?

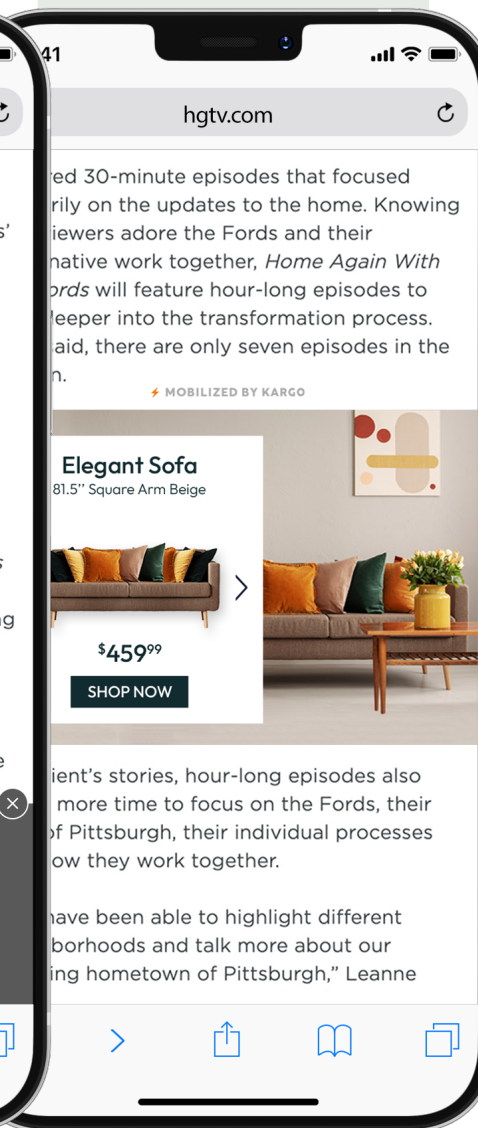
SOLUTION

You show them creative that they won't find anywhere else! By leveraging a combination of the high-impact Anchor Banner and non-intrusive In-Article Banner, Kargo not only brought awareness to the brand, but also drove shoppers up and down the décor aisles!

ANCHOR EXPANDABLE SLIDE TO REVEAL



NATIVE CAROUSEL



+13%
LIFT IN VISITATION

+6%
UNAIDED BRAND
AWARENESS

MEASUREMENT
PARTNERS:

Placed.

research
now