

SEASONAL SUCCESS

CHALLENGE

At the start of a new season, how do you most effectively leverage mobile advertising to encourage retail shoppers to visit your store for a fresh wardrobe?

SOLUTION

You showcase the new styles that will leave users wanting more! By leveraging a combination of the high-impact Sidekick and Anchor that expand to a Style Explorer unit, Kargo not only allowed users to shop for the new season, but also drove them straight to the stores' dressing rooms!

MEASUREMENT PARTNER

Placed.

Source: Placed, May-June 2018, *Statistically Significant at 99% CL

