

STOP & SHOP

CHALLENGE

How do you inspire consumers to seamlessly create and shop for a seasonal look that's within their budget?

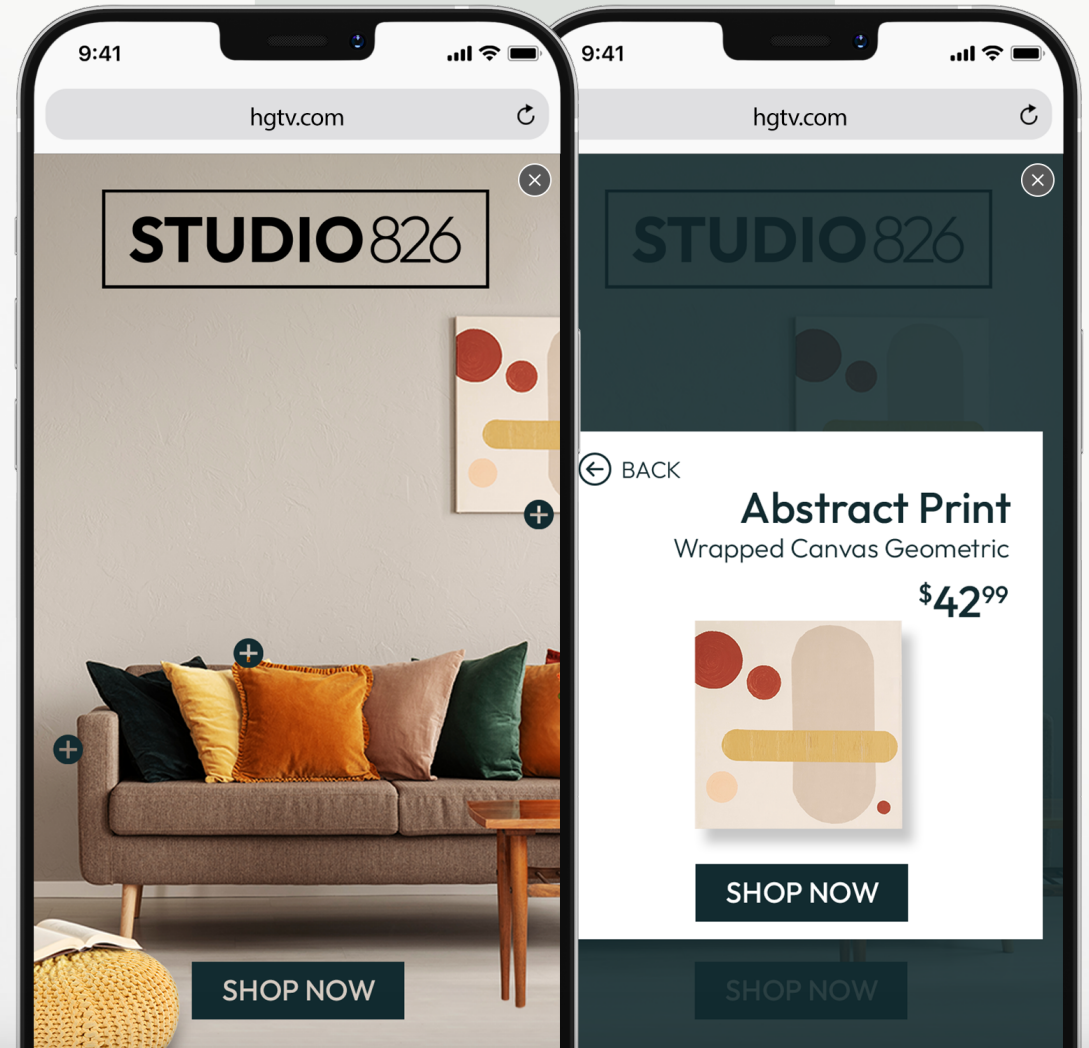
SOLUTION

You set yourself up for success with the Kargo SSP! Kargo and a major retailer worked together to custom-build creative where users could get décor inspiration by exploring a scene and shop for its individual pieces. Kargo's high-impact Parallax Explorer format not only delivered strong engagement, but also drove programmatic work-flow efficiencies and scalable results across target impressions.

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



PARALLAX EXPLORER



+20.54%

ENGAGEMENT RATE
3.3x Benchmark