

# THE GIFT OF LIFT

Kargo's custom creative drives recall and intent in a competitive marketplace.

## CHALLENGE

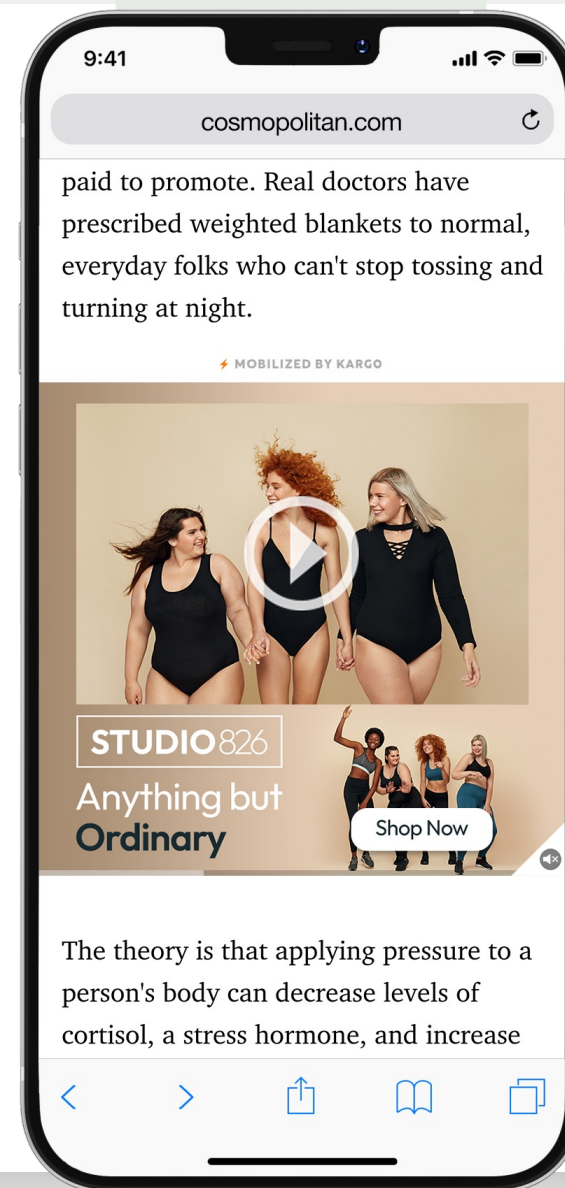
How do you drive recall and purchase intent for a retailer amidst a cluttered holiday marketplace?

## SOLUTION

Package Kargo's blended targeting solution with award-winning creative that stands out from the crowd. Kargo's in-house design experts created an attention-grabbing canvas to pair with the retailer's video in our Branded Canvas Viewstream. Wrapping the video in a canvas emphasized the message and call-to-action which prompted users to shop now.

This creative not only exceeded KPI benchmarks, but also drove significant lifts in purchase intent, message recall, and aided ad recall.

## BRANDED CANVAS VIEWSTREAM



31%

LIFT: AIDED AD RECALL  
AMONG EXPOSED USERS

59%

LIFT: PURCHASE INTENT  
AMONG EXPOSED USERS

35%

LIFT: MESSAGE RECALL  
AMONG EXPOSED USERS