

ON THE MONEY

CHALLENGE

How do you educate your audience about a new financial product on their favorite screen?

SOLUTION

You launch a custom mobile-first unit proven to drive engagement. The Kargo Anchor Rich Media Generator quickly caught the audience's attention, enticing them to scroll through a multiple page questionnaire. The results were off the charts!



2.8%
EXPANSION RATE
+87% benchmark¹

9.8%
ENGAGEMENT RATE
+85% benchmark²

91.5%
IN-VIEW*

