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*

businessinsider.com **BUSINESS INSIDER** Q FINANCE A small group of giant investors have the fate of the bond market in their hands Matt Turner @19m @109 Figure 12: Global Asset Manager Holdings (Across Funds): US Credit (% of total market value) I consider my investment style to be: WITH 5 EASY QUESTIONS KARGO FART BUILDING

