

BOLD BANKING

CHALLENGE

How does a bank best inform its customers of new key benefits, while staying top-of-mind when it matters most?

SOLUTION

You break through the clutter with mobile-first creative that is sure to capture their attention! Kargo created a custom animated Venti banner and served it to a highly engaged audience across premium editorial environments. Effectiveness was measured through Research Now and after seeing the results it's safe to say we helped the bank get their message across!



+19%
UNAIDED
AWARENESS LIFT¹

+26%
INTENT TO
OPEN A FINANCIAL
ACCOUNT LIFT¹

