

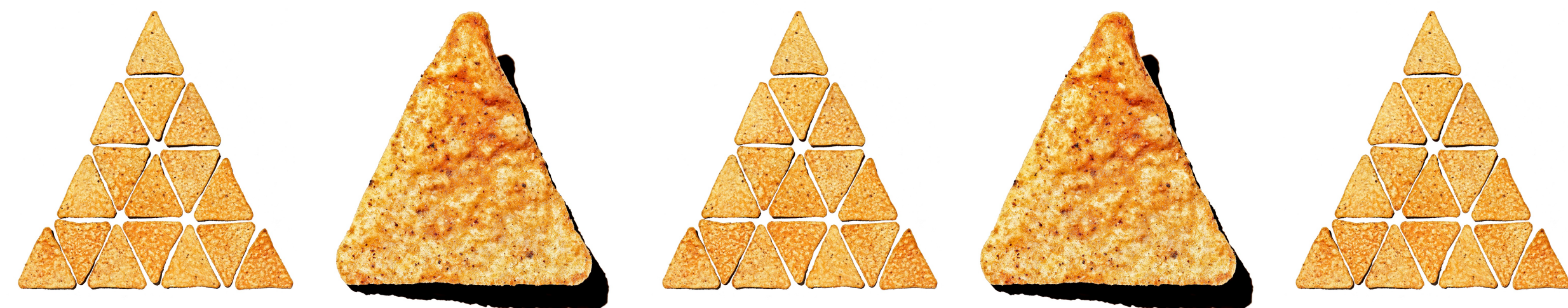
APPETITE FOR ENGAGEMENT

CHALLENGE

How do you get serious snackers to engage with your brand?

SOLUTION

You serve up irresistible creative that get's them asking for more! Kargo cooked up an engaging Conveyor Belt Game that expanded from a variety of mobile formats. Consumers ate it up across content verticals – with benchmark-beating results spanning Entertainment, Food, Health & Fitness, Home & Garden, News, Style & Fashion and Lifestyle – showing snackers engage across a diverse range of content!

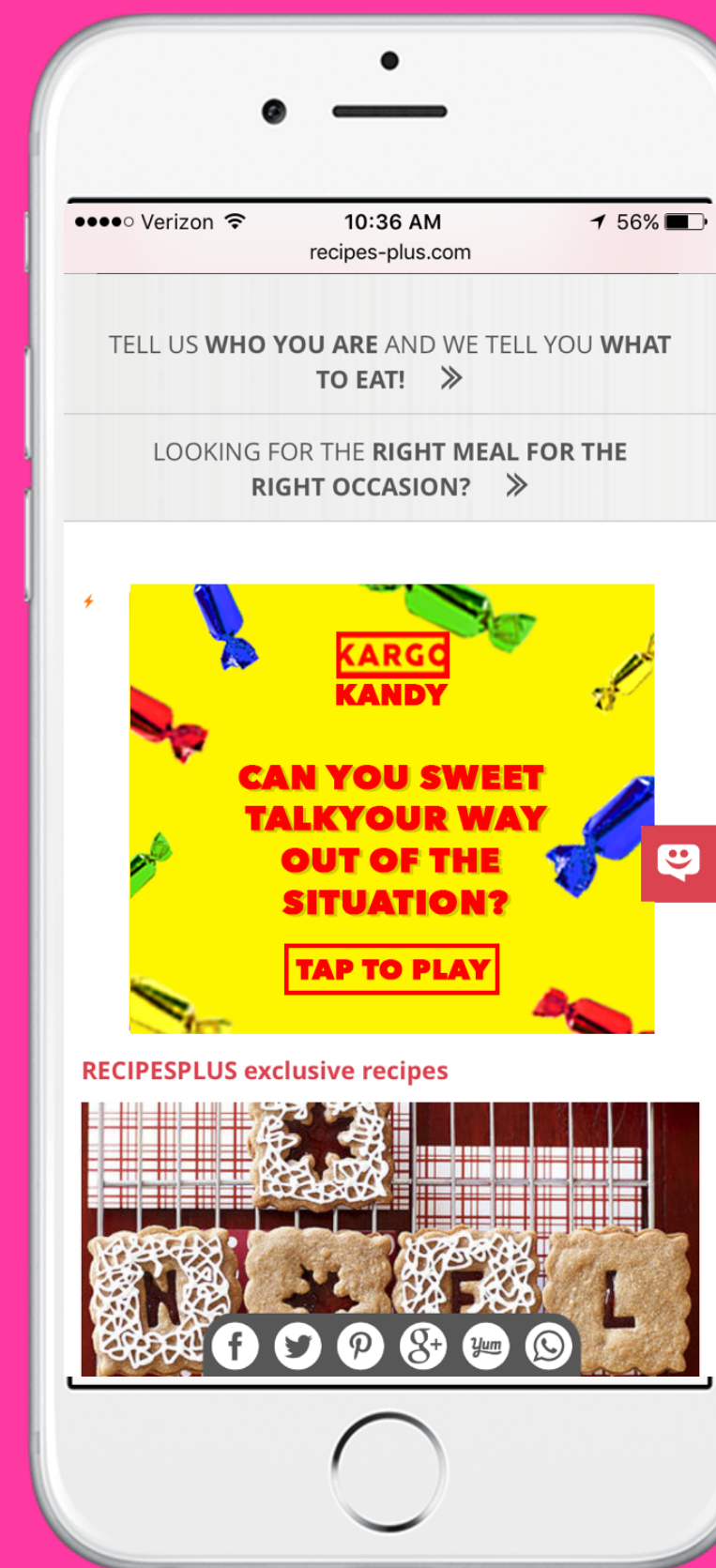


8%
AVG. ENGAGEMENT RATE
2.7x Benchmark

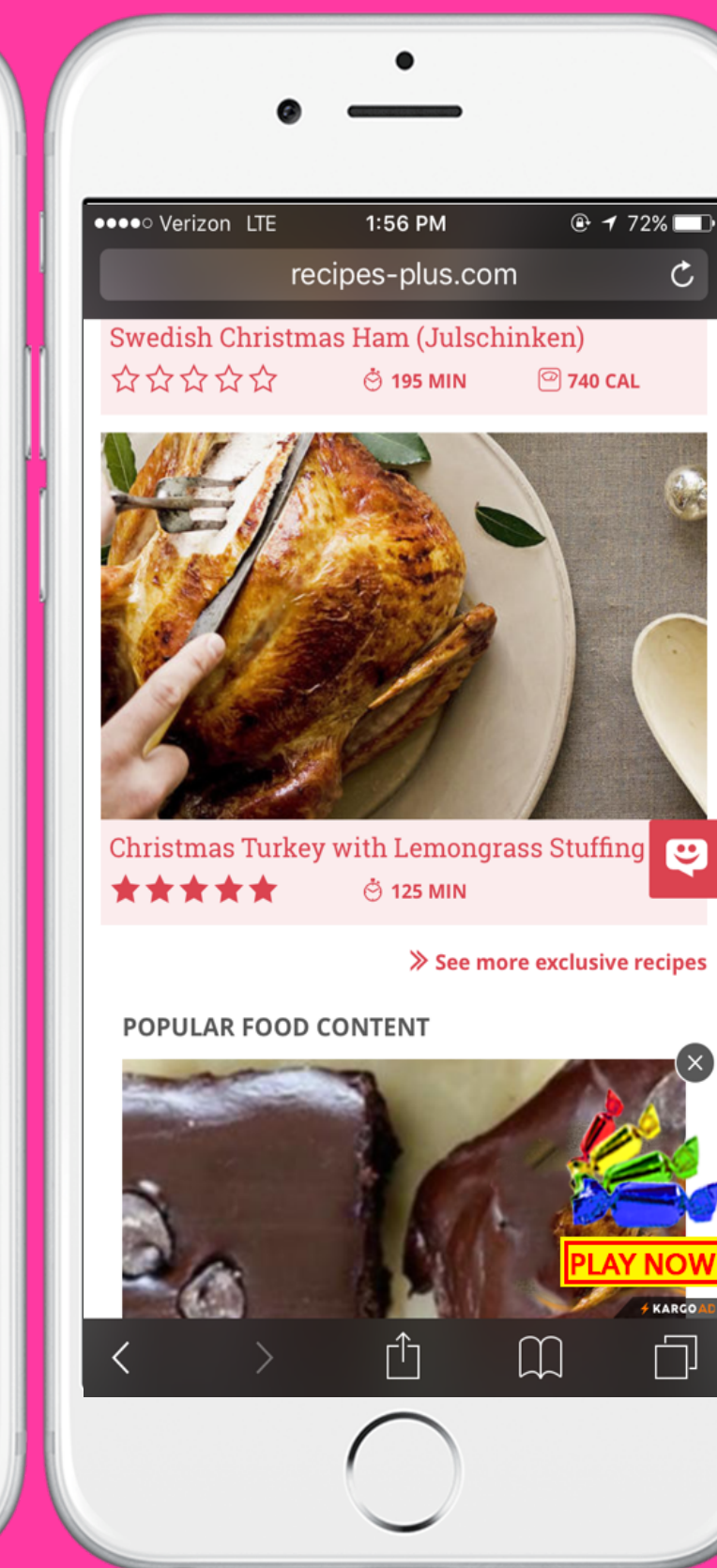
1.7%
AVG. CTR
2.2x Benchmark

18s
AVG. IN-VIEW TIME
1.1x Benchmark

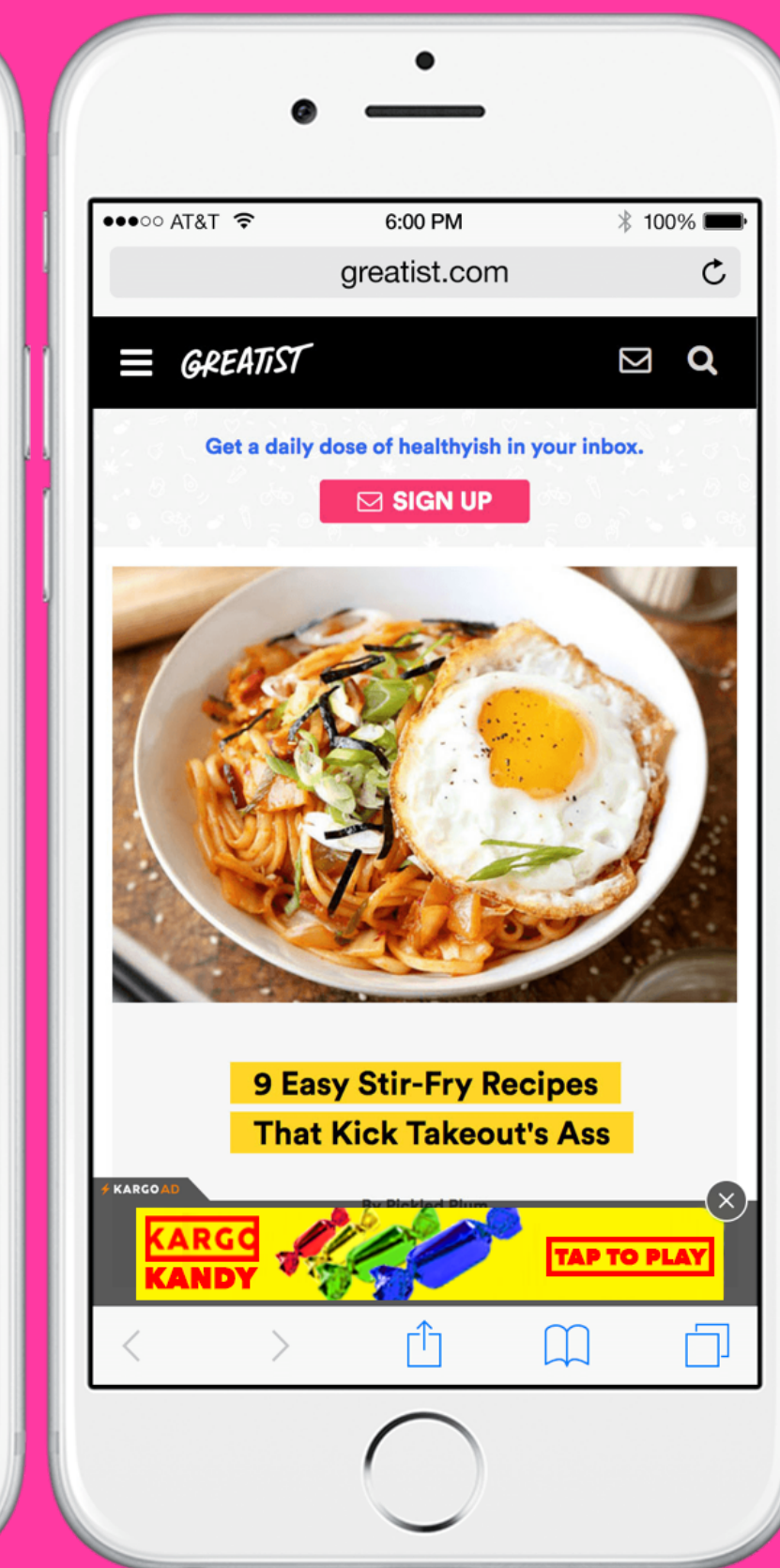
CONVEYER BELT GAME (EXPANDABLE FORMATS)



IN-ARTICLE



SIDEKICK



HOVER