

# DEALS ON DEMAND

## CHALLENGE

How do you drive foot-traffic to a well-known retailer during a promotional period?

## SOLUTION

You hit them right in the taste buds! By leveraging a combination of engaging rich media—showcasing the sweet deals—and store locator units, Kargo drove consumers in-store and right up to the checkout counter.

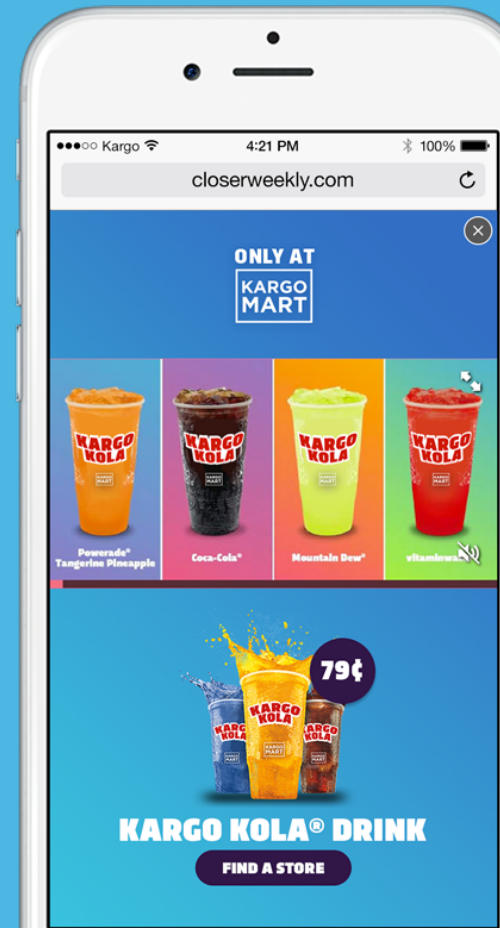


2.9%  
LIFT IN STORE VISTS<sup>1</sup>

12%  
CONVERSION RATE<sup>1</sup>

\$2.48  
COST PER  
STORE VIST<sup>1</sup>

## SHOWCASE FSJ



## STORE LOCATOR

