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 VISTS¹
12% CONVERSION RATE¹
$2.48 COST PER STORE VIST¹

SHOWCASE FSI

STORE LOCATOR

QSR

Source: Kargo Research, Placed Study, Campaign Flight: May-June 2017, Campaign Size: 19.7MM Impressions, Statistically Significant at 90% Confidence Level.