

TASTEFUL VIDEO

CHALLENGE

How do you drive awareness of a new promotion while also getting hungry consumers in the door stat?

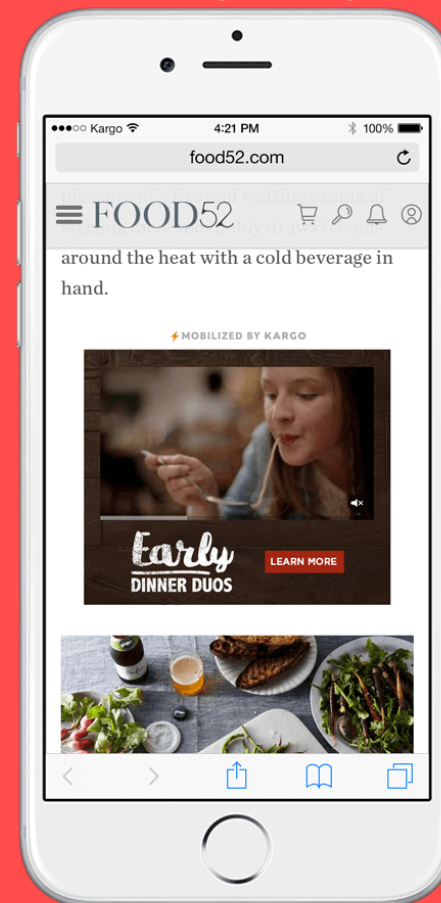
SOLUTION

You let the food do the talking! By leveraging a mix of :15s & :30s in-article video—showcasing the sweet deal to a highly engaged editorial audience—Kargo was able to drive double digit lift in intent to dine! Better yet—intent continued to lift after multiple exposures. The hungriest were able to view additional videos on site!



15%
INTENT TO DINE LIFT¹

VIEWSTREAM WITH CANVAS



+13%
INCREASE IN INTENT TO DINE
AFTER 2 EXPOSURES¹

CTA EXPANSION

