CASE STUDY

SUCCESSFUL RELAUNCH

CHALLENGE

How do you drive awareness of a pharmaceutical branded relaunch among consumers?

SOLUTION

Leverage rich media and non-intrusive native executions to entice engagement! Kargo created two custom formats-Native Carousel and Anchor Expandable Slide to Reveal. These highly engaging formats were deployed within premium editorial environments where consumers are more likely to be tapped in, driving a strong engagement rate and overall awareness lift.



+11%

FROM ONE EXPOSURE (PTS)

16.9% AVG ENGAGEMENT RATE 2.25x BENCHMARK

ANCHOR EXPANDABLE **SLIDE TO REVEAL**

AWARENESS (PTS)

NATIVE CAROUSEL

●●●○○ Kargo २	4:21 PM	* 100%
	greatist.com	c
CARGO Lose weight without exercise	Be a better mother FIND OUT HOW	Do what you love
mportant Risk Information		MORE 🔺
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