

DYNAMIC DEALS

CHALLENGE

So many products, so many price changes. How do you get the right info to the right shoppers to drive sales?

SOLUTION

You tap the Kargo SSP ASAP. Kargo integrated our client's API into custom-built creative to dynamically update weekly sale products throughout the year. Not only did these high-impact units deliver strong engagement, but they also drove programmatic work-flow efficiencies and scalable results across target impressions.

2%
EXPANSION RATE
1.2x benchmark¹

3.5%
ENGAGEMENT RATE
1.75x benchmark²

36
DYNAMIC COPY
CHANGES

