CREATIVE COLLABORATION

CHALLENGE
How do you successfully bring your brand’s innovative ideas to life on a mobile screen?

SOLUTION
You leverage Kargo’s mobile-first creative solutions and design expertise! Kargo partnered with a Fortune 500 company to enforce the importance of using phones responsibly when behind-the-wheel. We worked hand-in-hand with the client, creative agency and our designers to drive buzz and impact through first-to-market mobile experiences – and the results speak volumes. Not only did we drive above benchmark engagement, but we were able to drive strong awareness lift and ad recall lift of this important message – so much so that consumers even took to social media to show their appreciation!

CASE STUDY
Source: 1MOAT Measurement, Q3-Q4 2017, 2Kargo Brand Response, Q3-Q4 2017, * 95% Confidence Level Positive Lift

SPOTLIGHT

ENGAGEMENT RATE
2.3x Benchmark

ABSOLUTE AWARENESS LIFT

ABSOLUTE AD RECALL LIFT

5.7% +10.6 PT +5.4 PT