HIT THE ROAD WITH MOBILE

CHALLENGE
In a saturated market, how do you encourage drivers to fuel up at your gas station?

SOLUTION
You encourage users to stop and look at your creative by leveraging a mix of in-article and beyond the banner formats. Kargo enhanced its tried-and-true Venti and Anchor by adding video rich media to reach consumers while reading their favorite content! Purchase intent was measured through Research Now and it’s safe to say we helped the brand fuel up!

MEASUREMENT PARTNER

Source: Research Now Study, Q2 2018, *Statistically Significant Difference at 90%