

# HOME DÉCOR & MORE

**+13%** LIFT IN VISITATION<sup>1</sup>

**+6%** UNAIDED BRAND AWARENESS<sup>2</sup>

ANCHOR

IN-ARTICLE

## CHALLENGE

In a saturated market, how do you most effectively leverage mobile advertising to bring awareness to and encourage Home Décor Shoppers to visit your Superstore?

## SOLUTION

You show them creative that they won't find anywhere else! By leveraging a combination of the high-impact Anchor Banner and non-intrusive In-Article Banner, Kargo not only brought awareness to the brand, but also drove shoppers up and down the décor aisles!

## MEASUREMENT PARTNER

