HOME DÉCOR & MORE

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

STORE VISITATION

LIFT IN VISITATION
+13%

UNAIDED BRAND AWARENESS
+6%

ANCHOR

IN-ARTICLE

Source: Placed, Q2-Q4 2017, *Statistically Significant at 99% CL; Research Now Study, Q2-Q4 2017, *Statistically Significant Difference at 90%