BACK TO COOL

CHALLENGE
How do you drive busy Moms in-store for back-to-school shopping?

SOLUTION
You start a store-like shopping experience on their mobile screens with ads that recreate browsing shelves and racks. Kargo’s Formation and Virtual Tour units enticed users to swipe and tap to explore a wide range of student accessories and looks. The results: Straight As across all KPIs.

17% LIFT IN STORE VISITS1
18% Above Benchmark

$0.72 COST PER VISIT1
3x Benchmark

4.24% ENGAGEMENT RATE2
2.2x Benchmark