

# BACK TO COOL

## CHALLENGE

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

## SOLUTION

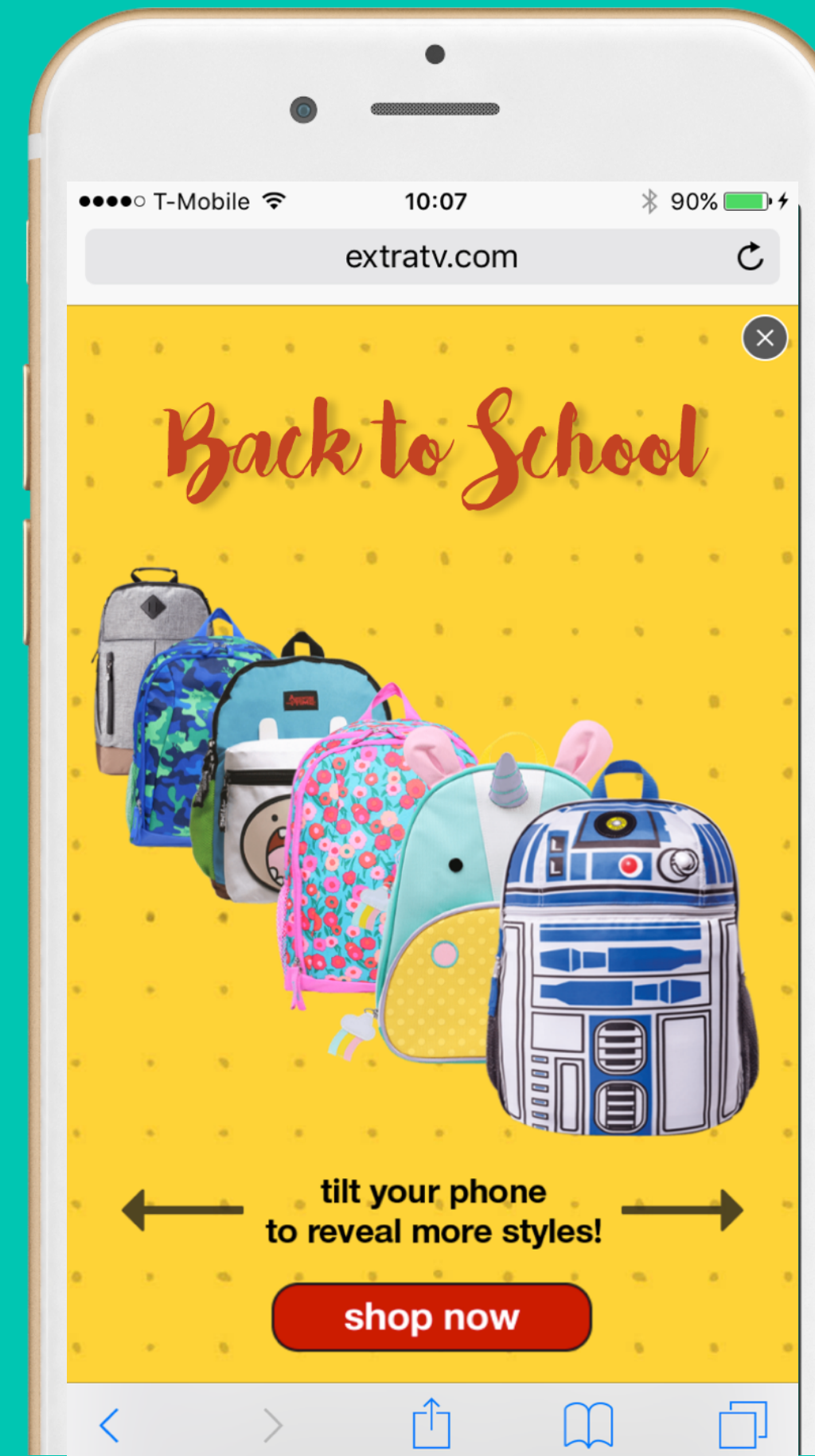
You start a store-like shopping experience on their mobile screens with ads that recreate browsing shelves and racks. Kargo's Formation and Virtual Tour units enticed users to swipe and tap to explore a wide range of student accessories and looks. The results: Straight As across all KPIs.



17%  
LIFT IN STORE VISITS<sup>1</sup>  
18% Above Benchmark

\$0.72  
COST PER VISIT<sup>1</sup>  
3x Benchmark

4.24%  
ENGAGEMENT RATE<sup>2</sup>  
2.2x Benchmark



Source 1: Kargo Research, Placed Study, Campaign Flight: July - September 2016, Campaign Size: 32.3MM Impressions, Statistically Significant at 99% Confidence Level. Source 2: Kargo Engagement Metrics.