

# POWER UP ON MOBILE

## CHALLENGE

How do you get users excited about batteries on mobile and drive sales and incremental return on ad spend?

## SOLUTION

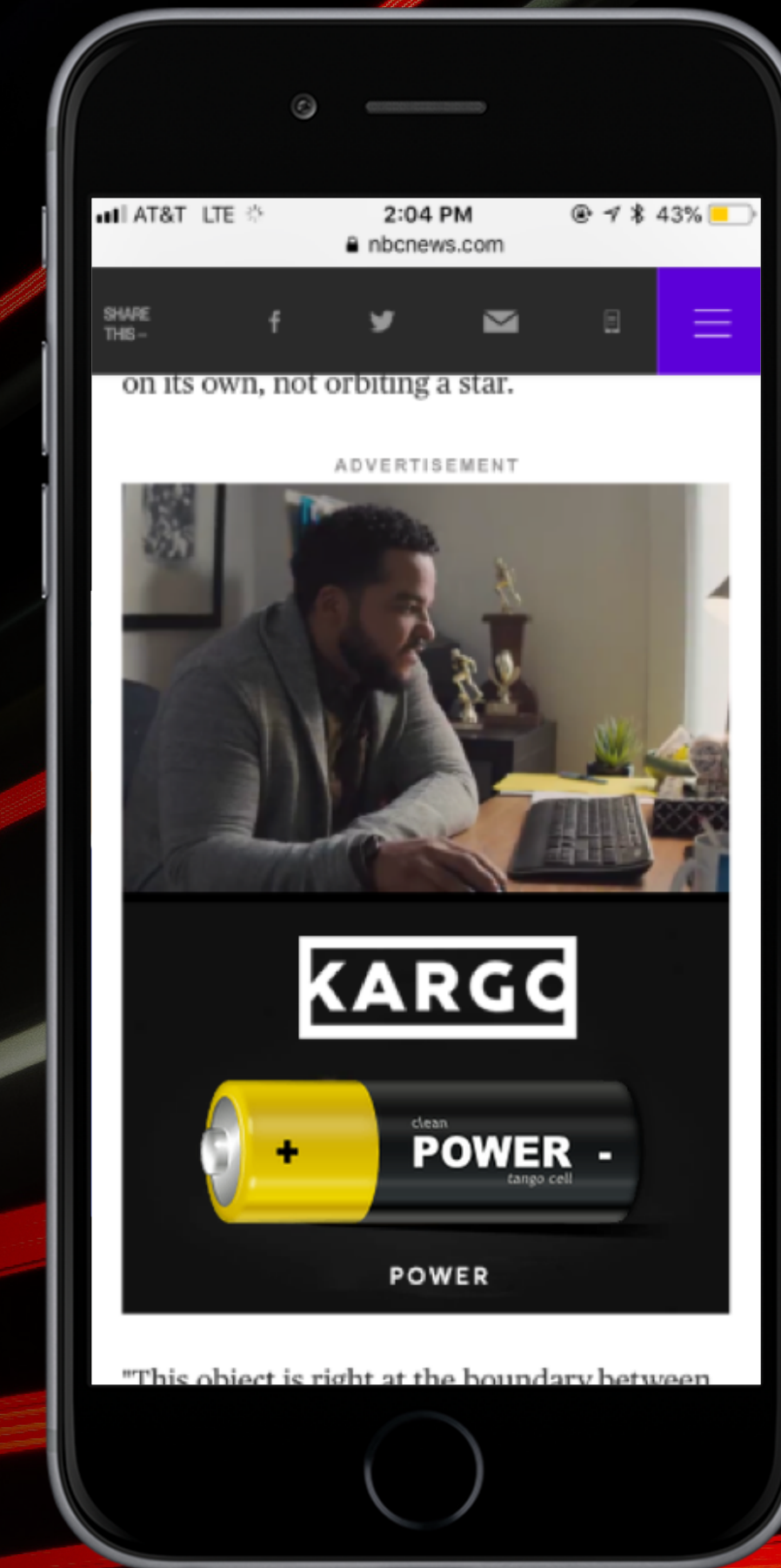
Supercharge your mobile strategy with beautiful in-article video and beyond the banner creatives! With the attractive Venti Video and electrifying Breakout Banner, Kargo attracted consumers as they consumed their favorite content. With the campaign resulting in positive Sales Lift and top-performing ROAS, it's safe to say we helped the brand power up.

## MEASUREMENT PARTNER

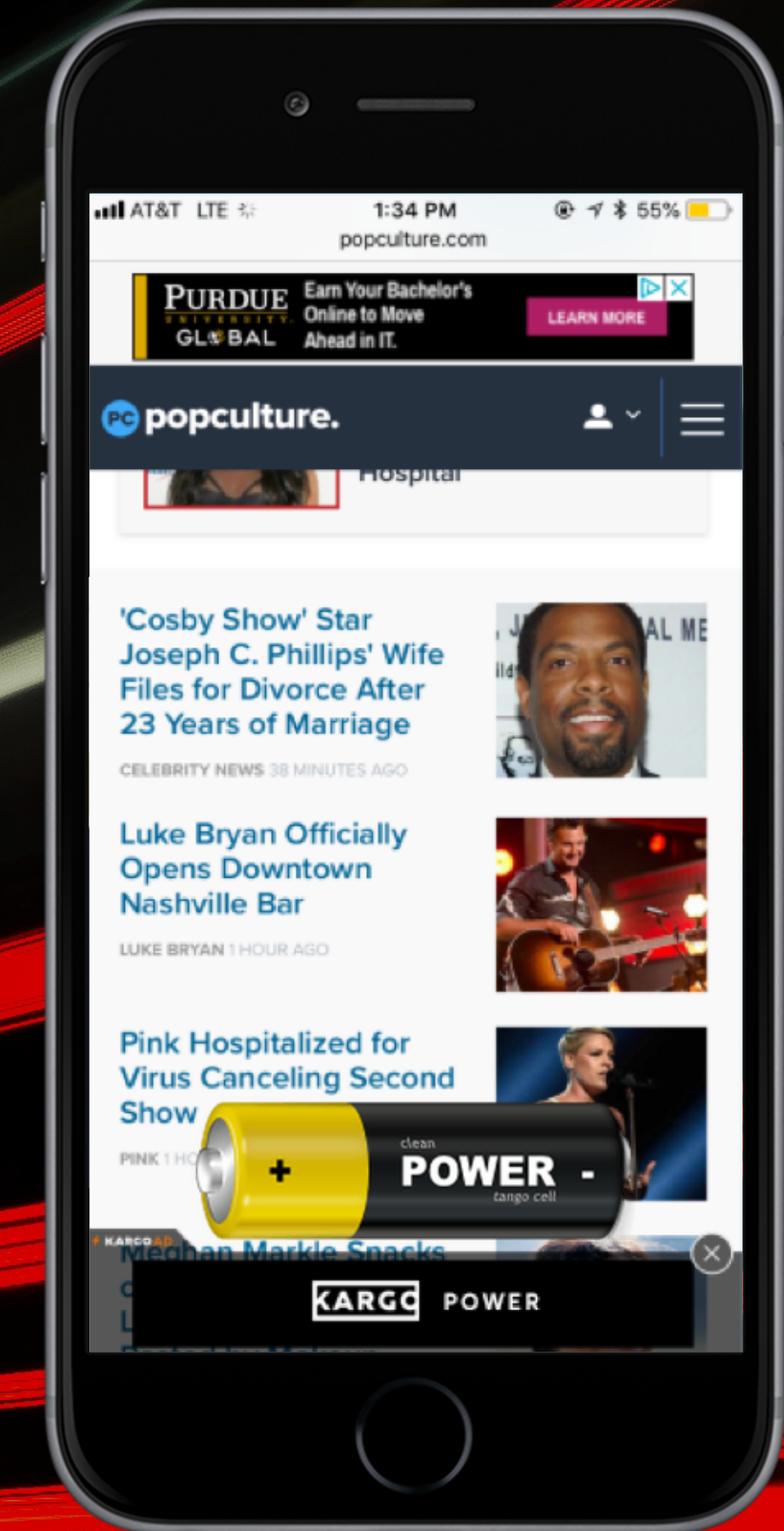


**2.37x**  
ABOVE AVERAGE  
ROAS

**+1.4%**  
SALES LIFT



VENTI VIDEO



BREAKOUT BANNER