

FRESH SALES

CHALLENGE

How do you most effectively leverage mobile advertising to drive sales and incremental return on ad spend?

SOLUTION

You set yourself up for success before the campaign even begins! Kargo and a major CPG brand worked with MetrixLab to pre-test multiple mobile-first creative formats to identify the strongest performers before campaign launch. Kargo's Sidekick and Venti formats were then activated across 300 premium sites with purchase-based targeting to reach the right audience. The result? Increased lift with flying colors!



+10%
HIGHER ROAS LIFT¹

+21%
INCREMENTAL
SALES LIFT¹

+9%
HOUSEHOLD
PENETRATION LIFT¹

