



ENGAGING NEW PATIENTS

CHALLENGE

How do you educate the right consumers on treatable symptoms and drive brand awareness and intent while using Crossix data?

SOLUTION

Utilize one of Kargo's eye-catching rich media formats – the Breakout expandable to Slide to Reveal. This unit tells a story, while allowing users to learn more about the brand in a snackable, yet informational way. On top of the mobile-first creative, a custom Crossix segment was onboarded to Kargo's SSP to ensure precise targeting.

By serving these ads in highly targeted, premium editorial environments, consumers are more receptive to the brand and more willing to learn. This approach drove the campaign's highest Audience Quality score in Crossix of 2.6x. We also saw proven ad recall, a lift in brand awareness, and lift in intent for the pharma brand, making the campaign a huge success.

SOURCE: *KARGO BRAND RESPONSE STUDY, Q4 2019, NOVEMBER – DECEMBER 31 2019, ,CELTRA REPORTING, Q4 2019

CROSSIX BENCHMARK FOR SIMILARLY SIZED CONDITIONS: PROGRAMMATIC – 1.4X; LIFESTYLE – 1.4X

2.6x
HIGHEST CROSSIX
AUDIENCE
QUALITY SCORE
BENCHMARK = 1.4x

2/3
EXPOSED USERS
REPORTED THEY WOULD
ASK THEIR DOCTOR
ABOUT A PRESCRIPTION

+31%
LIFT IN AIDED
AWARENESS
FROM ONE
EXPOSURE (PTS)

7.81%
AVG ENGAGEMENT
RATE
1.3x BENCHMARK

BREAKOUT TO SLIDE TO REVEAL

