

HOME TECHNOLOGY

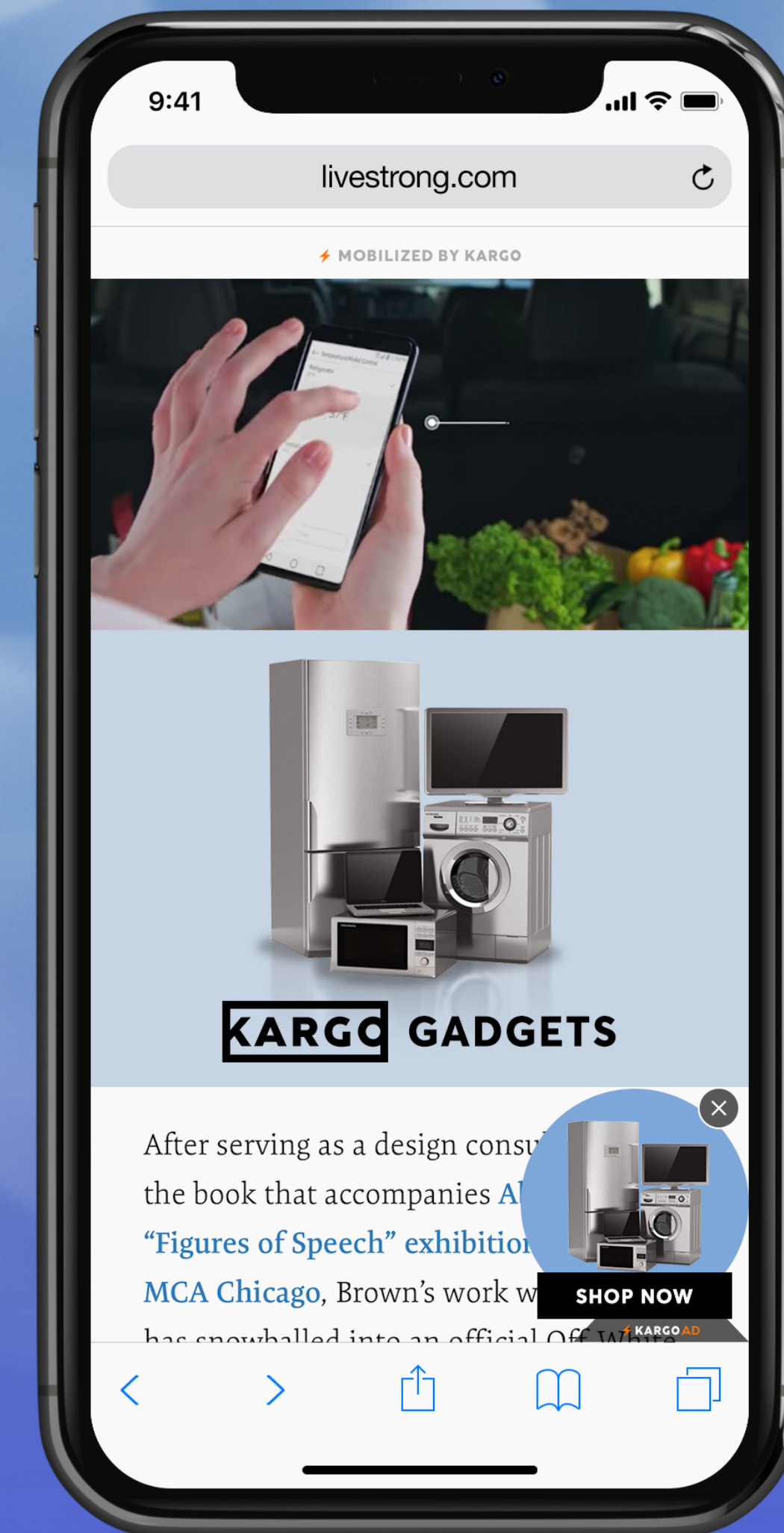
BRANDED TAKEOVER DRIVES PURCHASE INTENT

CHALLENGE

How can a home tech brand drive awareness and intent and break through the Mother's Day clutter in a brand-safe way?

SOLUTION

- We surrounded Mother's Day weekend with a 2-week **Branded Takeover**, Kargo's exclusive solution that leverages multiple Kargo-enhanced creatives on a single page load to help brands break through the clutter by owning **100% article-level SOV**.
- We coupled the Branded Takeover with always on **standalone creatives** to drive scale and reach throughout the Q2 flight.
- With brand safety top of mind in 2020, we simultaneously leveraged a comprehensive **brand-safe keyword list** as well as Kargo's proprietary **Sentiment Targeting** to reach users only as they consumed positive, brand-safe content.
- As a result, the brand was successful in driving **favorability, awareness and intent** across key Mother's Day gift shoppers.



+22PT
LIFT IN BRAND
FAVORABILITY

+20PT
LIFT IN DIGITAL
AD AWARENESS

+7PT
LIFT IN
PURCHASE INTENT