

# DRIVING INNOVATION

## CHALLENGE

How do you route potential car buyers toward a new set of wheels?

## SOLUTION

Give them a virtual test drive! Kargo's Navigator rich media unit put users behind the wheel to let them explore the features of a new car model. The campaign left benchmarks in the dust.



86%  
IN-VIEW RATE<sup>1</sup>  
1.2x Benchmark

55s  
IN-VIEW TIME<sup>1</sup>  
6.9x Benchmark

17.6%  
ENGAGEMENT<sup>2</sup>  
8.8x Benchmark

