**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.

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**86%**
IN-VIEW RATE\(^1\)
1.2x Benchmark

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**55s**
IN-VIEW TIME\(^1\)
6.9x Benchmark

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**17.6%**
ENGAGEMENT\(^2\)
8.8x Benchmark

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Sources:
1. MOAT
2. Kargo Metrics