

AN EYE FOR ENGAGEMENT

CHALLENGE

How do you get gift givers to engage with your luxurious, high-fashion brand?

SOLUTION

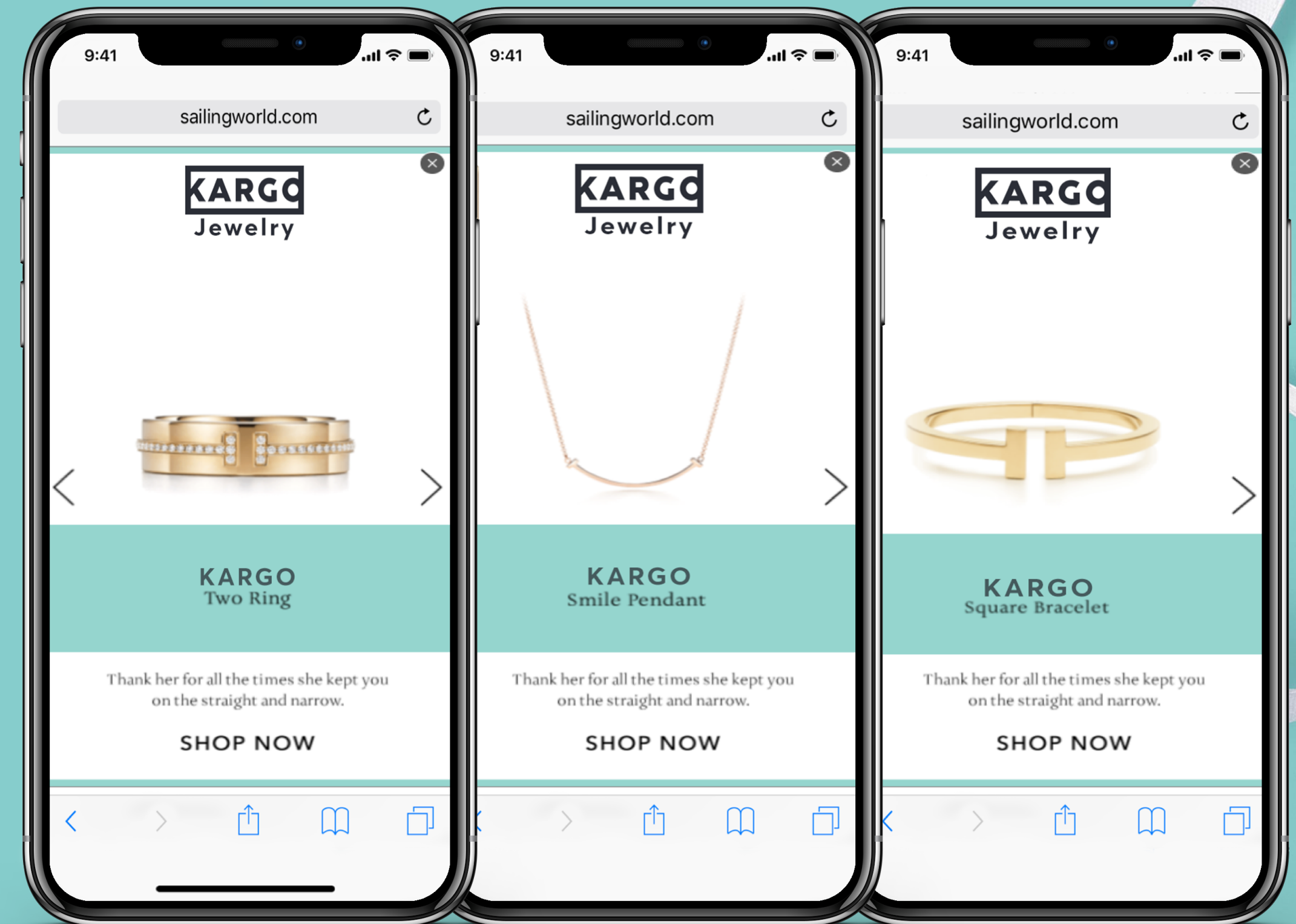
You design irresistible creative that leaves them searching for the perfect gift! Kargo crafted an engaging Shoppable Carousel unit that expanded from a Hover Banner. Consumers spent time carefully searching and shopping across a range of content verticals, showing gift givers will engage with your brand and purchase that gift!

21%

ENGAGEMENT RATE¹
2x Benchmark

75%

IN-VIEW RATE²
1.8x Benchmark



SHOPPABLE CAROUSEL