

RED CARPET RESULTS

CHALLENGE

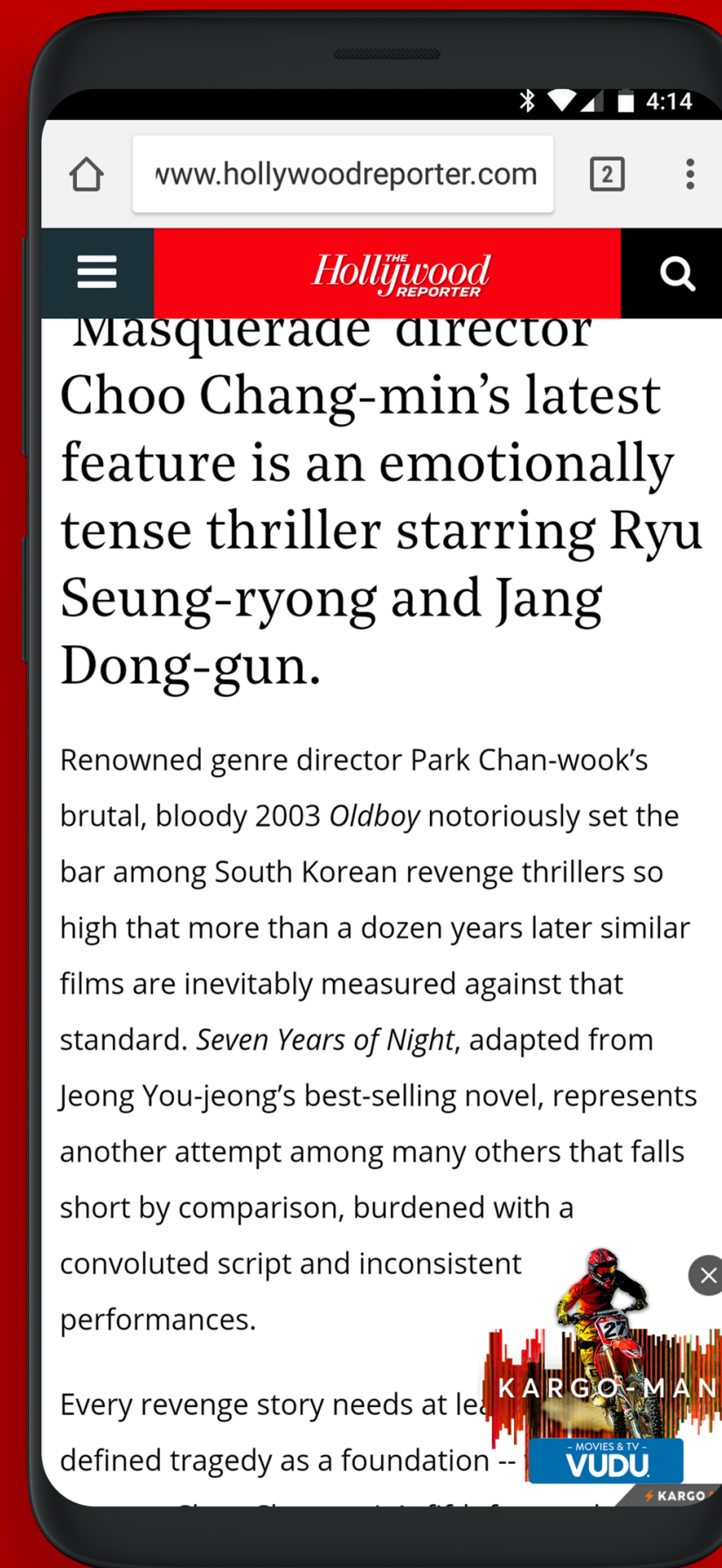
How do you drive traffic to digital downloads of the latest action hit on Android devices?

SOLUTION

You give device-targeted, mobile-first creatives the lead role! Kargo's award-winning Design team brought the thrill of the silver screen to the small screen with the non-intrusive Sidekick and Hover Banner.

Cinemagraphic animations worthy of winning Best Animated Feature caught eyes and drove clicks up to 4x above benchmark. Layering on Android device targeting and activating across 300+ premium sites resulted in blockbuster performance from the first take!

4x
CTR BENCHMARK



ANIMATED SIDEKICK

2.1x
CTR BENCHMARK



HOVER BANNER