

FRIGHT TIME, FRIGHT PLACE

CHALLENGE

How do you scare up a big audience for a blockbuster horror movie opening?

SOLUTION

You haunt phones! For the release of a ghostly flick, Kargo leveraged mobile-only functionality to create a head-turning experience that delivered devilishly good performance.



42s
IN-VIEW TIME¹

2.9MM
TILTS¹

