

# HIT THE ROAD WITH MOBILE

## CHALLENGE

In a saturated market, how do you encourage drivers to fuel up at your gas station?

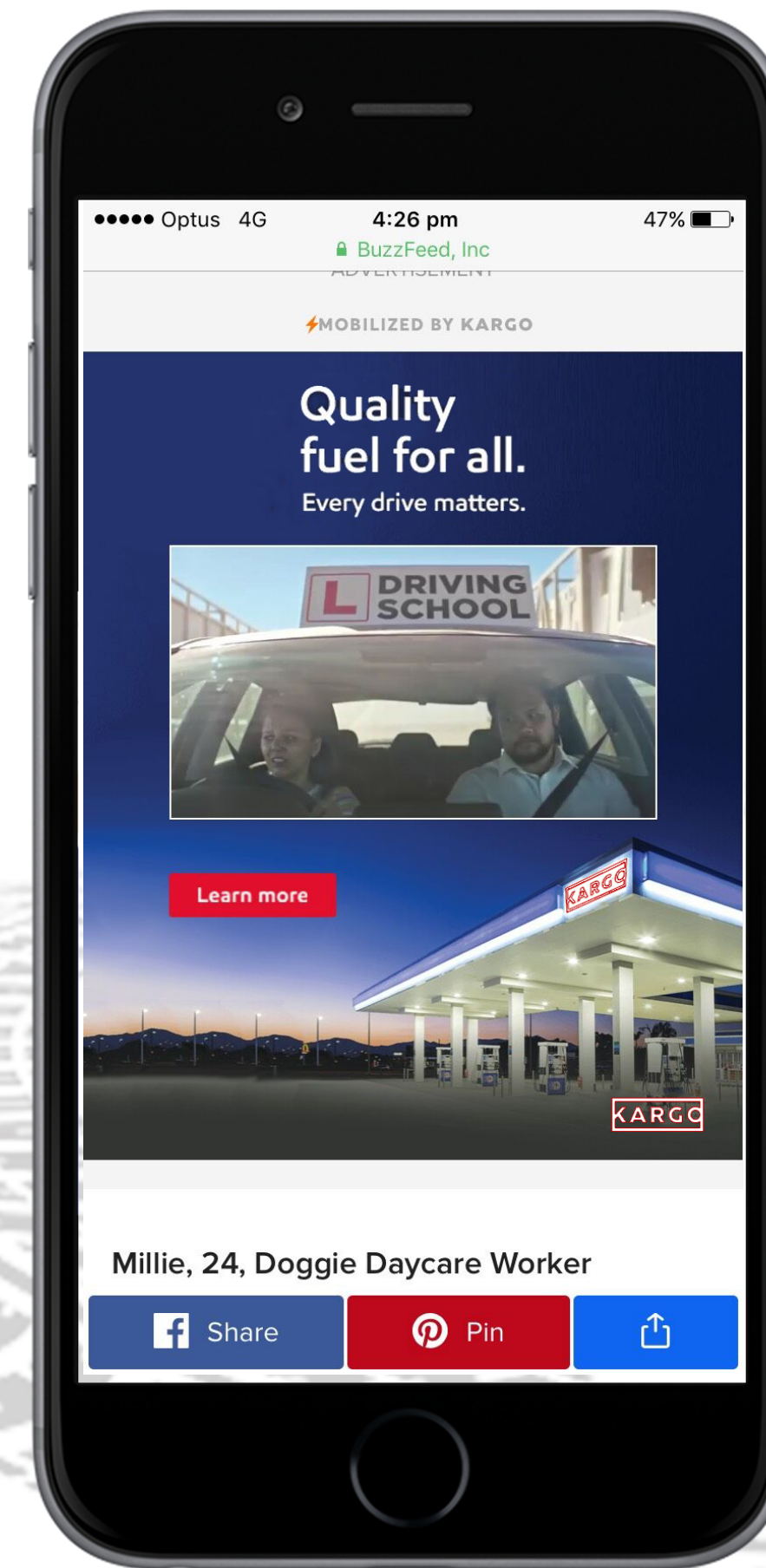
## SOLUTION

You encourage users to stop and look at your creative by leveraging a mix of in-article and beyond the banner formats. Kargo enhanced its tried-and-true Venti and Anchor by adding video rich media to reach consumers while reading their favorite content! Purchase intent was measured through Research Now and it's safe to say we helped the brand fuel up!

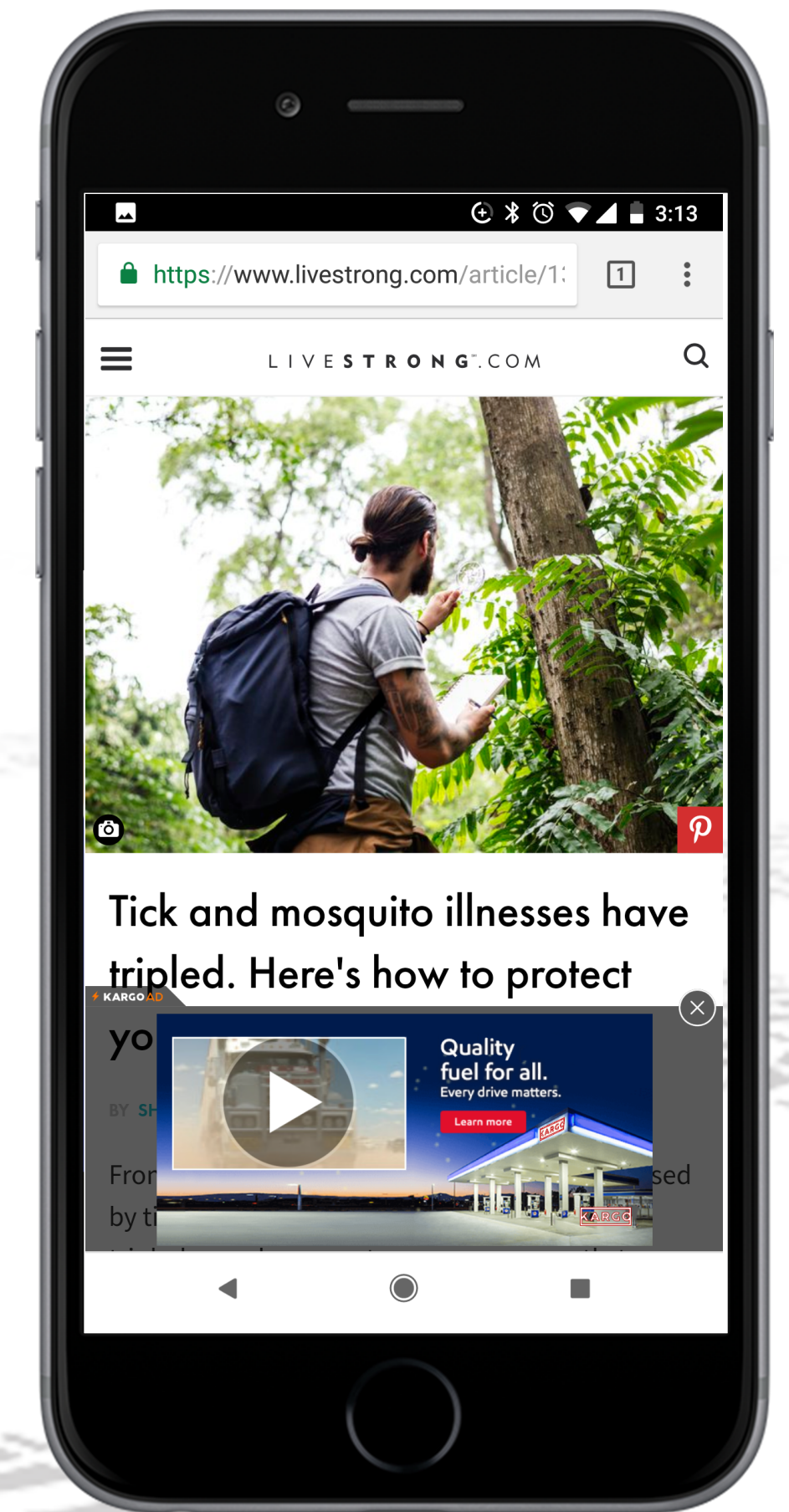
## MEASUREMENT PARTNER



+12%  
PURCHASE INTENT



VENTI VIDEO



ANCHOR WITH VIDEO