CASE STUDY

KARGO CREATIVES

DRIVE BRAND PERCEPTION + AWARENESS WITH KARGO CREATIVES

CHALLENGE
A tech brand sees consistent success with Kargo’s high-impact creatives. How could we improve on our strong performance and drive awareness for a new home tech product, while maintaining ease of activation?

SOLUTION
> We supplemented our tried and true top-performing Anchor by introducing our eye-catching above the fold Breakaway solution, which is one of Kargo’s top traffic and awareness driving formats.
> Kargo’s award-winning creative production team was able to take standard assets and develop them into enhanced custom creative within a streamlined 10 day, 3-round creative process.
> By using turnkey yet custom-designed creatives, we drove positive lift in brand perception across 5 different categories, as well as an overall 19.3% lift in awareness and 7.4% lift in favorability.

MEASUREMENT PARTNER:

Source: Samba, March 2020. Reach: 5.4MM

+19.3% LIFT IN AD AWARENESS
+7.4% LIFT IN FAVORABILITY
+7% LIFT IN PURCHASE INTENT

STANDARD ASSET TRANSFORMED INTO...

BREAKAWAY

ANCHOR