

## CASE STUDY

DRIVE BRAND PERCEPTION + AWARENESS WITH

# KARGO CREATIVES

+19.3%  
LIFT IN AD AWARENESS

+7.4%  
LIFT IN FAVORABILITY

+7%  
LIFT IN PURCHASE INTENT

STANDARD ASSET TRANSFORMED INTO...



## 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

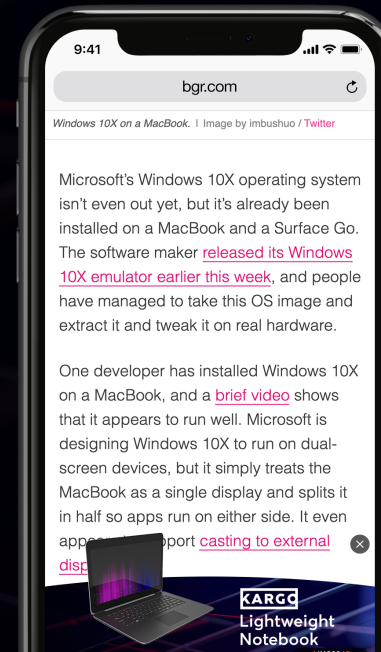
- > We supplemented our tried and true top-performing Anchor by introducing our eye-catching above the fold Breakaway solution, which is one of Kargo's top traffic and awareness driving formats.
- > Kargo's award-winning creative production team was able to take standard assets and develop them into 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

## BREAKAWAY



## ANCHOR

