

DEALS THAT SLEIGH

VIDEO CREATIVES

CHALLENGE

How can we excite audiences about a retailer's Christmas offerings?

SOLUTION

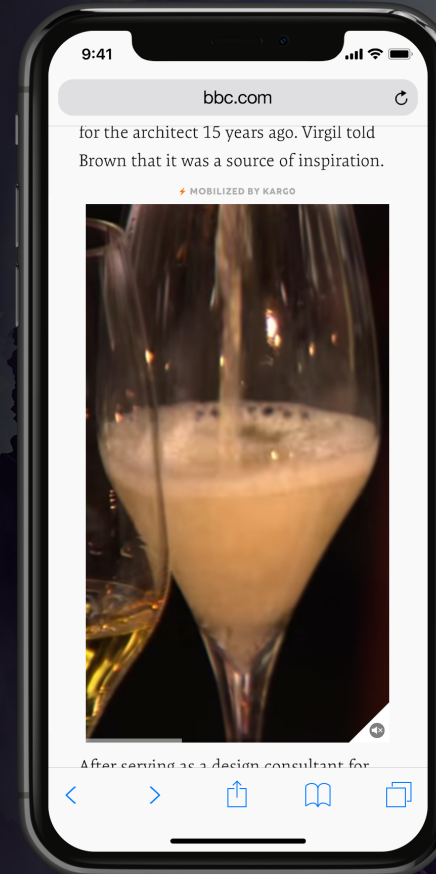
- > Leveraging a media mix of mobile-first video and engaging rich media experiences to drive awareness and product exploration across the brand's bespoke gifting range.
- > Layering on Kargo's Editorial Graph targeting to leverage a mix of 1st and 3rd party, keyword, app, and sentiment-based signals to reach foodies, holiday gifters, and luxury shoppers.

RESULTS

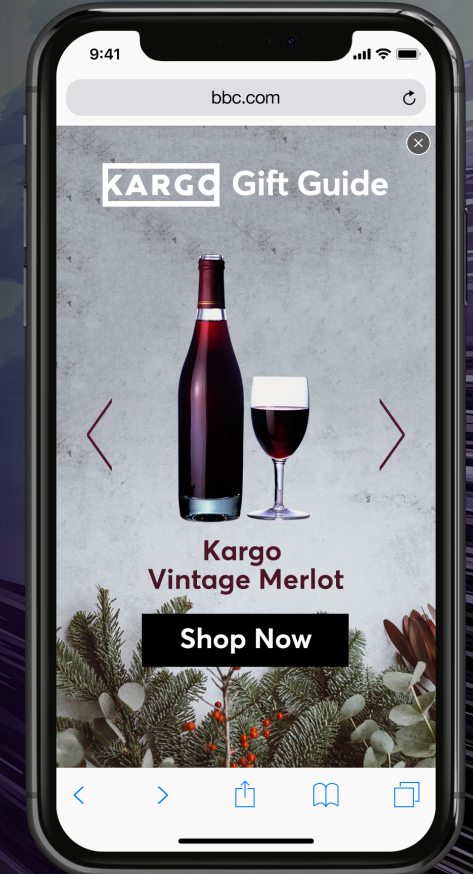
- > The campaign saw a 14% lift in favorability and 10% lift in consideration, for a retailer considered to be at the top in its market.

14_{PT}
LIFT IN FAVORABILITY

10_{PT}
LIFT IN CONSIDERATION



VERTICAL
VIEWSTREAM



PRODUCT
CAROUSEL EXPLORER