

## RELAUNCH BRANDS WITH

## MOBILE-OPTIMIZED CREATIVES

## CHALLENGE

How can a leading online educator enhance awareness and promote a brand relaunch?

## SOLUTION

- > Utilising a combination of contextual and audience targeting with Display and Video formats to achieve significant reach and generate mass awareness across the target market.
- > The Venti ad unit generated significant awareness, with over 50 days worth of exposure time, paired with an In-View Rate 5% over the target benchmark.
- > Kargo's Vertical Viewstream enabled the brand to demand readers' attention without impeding their editorial experience. A CTR of 2% and a VCR over 20% attests to the effectiveness of engaging made-for-mobile video experiences that fit naturally within the flow of the page.

## RESULTS

- > The brand saw 36% lift in awareness as an education provider, a 41% lift in consideration among exposed respondents, and nearly 2 out of 3 respondents recalled the Kargo ad.

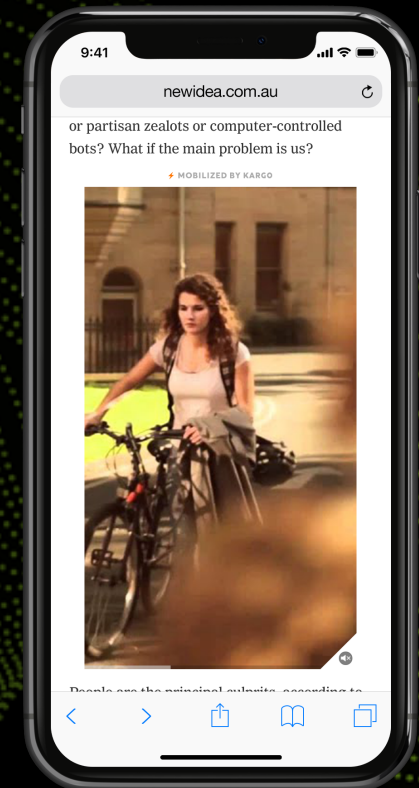
+36%  
LIFT IN AWARENESS

+41%  
LIFT IN CONSIDERATION

+66%  
LIFT IN RECALL



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VERTICAL  
VIEWSTREAM