Case Study

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.

Source: Kargo Brand Response Audience Survey, Q2 2020

<table>
<thead>
<tr>
<th>Lift in Awareness</th>
<th>Lift in Consideration</th>
<th>Lift in Recall</th>
</tr>
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<tbody>
<tr>
<td>+36%</td>
<td>+41%</td>
<td>+66%</td>
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Venti

Vertical Viewstream

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.