

DRIVE TRAFFIC TO SITE AND ACTION WITH

BREAKAWAY

CHALLENGE

How can we help drive awareness and engagement for a luxury vehicle brand?

SOLUTION

- > Leveraging Kargo's top traffic driving format, the Breakaway, to drive maximum qualified traffic to site and prompt subsequent on-site actions, including downloading a vehicle brochure.
- > Making targeting and contextual alignment optimizations throughout flighting

RESULTS

- > The campaign drove a 1.38% CTR, higher than the Breakaway benchmark, with 9.4% of users converting to download a vehicle brochure.

1.38%
CTR
30% ABOVE BENCHMARK

40s
IN-VIEW TIME

9.4%
BROCHURE
DOWNLOAD RATE

