CASE STUDY

MOBILE-OPTIMIZED VIDEO

CHALLENGE
How can a leading CPG brand maximize awareness and engagement to promote their premium product range?

SOLUTION

> Utilising a combination of contextual and audience targeting with video formats, achieved significant reach and generated mass awareness across the target market.

> Kargo’s Branded Canvas generated significant awareness of the premium product range and an In-View Rate 10% above the format’s average.

> Kargo’s Vertical Viewstream enabled the brand to command readers’ attention without impeding their editorial experience. A CTR over 2% and a VCR over 50% attests to the effectiveness of engaging made-for-mobile video experiences that fit naturally within the flow of the page.

> Kargo’s Video Anchor drove significant awareness of the product range, with an average Valid or Viewable Rate of over 80%.

RESULTS

> The brand saw a 56% lift in awareness, a 67% lift in premium product association, and a 42% lift in favourability above competitors.

Source: Kargo Brand Response Audience Survey, Q2 2020

+56% LIFT IN AWARENESS

3X COMPETITOR FAVOURABILITY

+67% PREMIUM PRODUCT ASSOCIATION