**DRIVING INNOVATION**

Creating a road map for a winning full-funnel strategy.

**CHALLENGE**
How do you route potential car buyers toward a new set of wheels?

**SOLUTION**
Give them a virtual test drive! Kargo’s Navigator rich media unit put users behind the wheel to let them explore the features of a new car model. The campaign left benchmarks in the dust.

Sources: 1 MOAT; 2 Kargo Metrics