CABLE DRAMA TUNE-IN SUCCESS WITH 
BRANDED TAKEOVER

CHALLENGE
How can Kargo partner with a cable network to drive tune-in for a series premiere?

SOLUTION
• Transformed the standard mobile media experience by leveraging Kargo’s 100% SOV Branded Takeover and complimenting takeover creative formats with always-on creatives to drive maximum premiere awareness & tune-in.
• Kargo’s campaign reached 1.3M households and contributed to 41,000 exposed consumers tuning in, which resulted in a +13% overall lift in viewership of the first 3 episodes.
• The Kargo Branded Takeover package was effectively drove 17,812 exposed consumers to tune-in, contributing to a +43% overall lift in viewership.
• The Venti Display drove an additional 5,000 exposed (12%) consumers to tune-in.

MEASUREMENT PARTNER
SAMBA TV

Source: Samba, March 2020. Reach: 5.4MM