DRIVE DIFFERENTIATION WITH 
BRANDED TAKEOVER

CHALLENGE
A tech brand sees consistent success with Kargo’s high-impact creatives. How could we improve on our strong performance and drive awareness for a new home tech product, while maintaining ease of activation?

SOLUTION
• We supplemented our top-performing Anchor by introducing our above the fold Breakaway solution, which is one of Kargo’s top traffic and awareness driving formats.
• Kargo’s award-winning creative production team was able to take standard assets and develop them into enhanced custom creative within an efficient 3-round creative process.
• By using turnkey yet custom-designed creatives, we drove positive lift in brand perception across 5 different categories.

MEASUREMENT PARTNER

STDNARDB ASSET:

dynata™

S SOLUTION

+19.3%
LIFT IN AD AWARENESS

+7.4%
LIFT IN FAVORABILITY

7%
LIFT IN PURCHASE INTENT

Source: Samba, March 2020. Reach: 5.4MM
BRAND STUDY RESULTS

+19.3PT  
LIFT IN AD AWARENESS

+7.4PT  
LIFT IN FAVORABILITY

+7PT  
LIFT IN PURCHASE INTENT

LIFT IN BRAND PERCEPTION:

+11.7PT  
“Brings The Latest Technology”

+8.6PT  
“Has The Right Products”

+7PT  
“Is An Innovative Brand”