Engagement With High-Impact Creative

**CHALLENGE**

How do you consecutively run two benchmark-breaking engaging RM formats?

**SOLUTION**

- Engagements weren’t hard to come by when it came to Kargo’s campaign partnership with a major retailer during the back to school shopping season.

- Kargo’s award-winning creative team worked to build out a Store Locator that offered audiences a simple, easy solution to finding the stores nearest them, and a Carousel with Video that delivered strong engagement and video views. This dynamic duo inspired benchmark-breaking performance across the board while leaving a lasting impressing with audiences.

### A+ CREATIVE

**ENGAGEMENT WITH HIGH-IMPACT CREATIVE**

**ENGAGEMENT RATE**

- **Store Locator**: +18.5%
- **Video Carousel**: +13.1%

**ENGAGEMENT RATE BENCHMARK**: 7%

Source: Research Now Study, Q2 2018, *Statistically Significant Difference at 90%*