DRIVE USERS TOWARDS ACTION WITH THE KARGO PIXEL

**CHALLENGE**

How can a health insurance provider drive mass awareness across a specific market during open enrollment?

**SOLUTION**

- We worked with them to implement our Kargo Pixel within their floodlight tags, providing us with deeper campaign insights, such as post landing page user activity and interactions, and referring domain.
- We leveraged engaging expandable experiences, which required users to access an expanded ad state before clicking through to landing page, further qualifying site visitors.
- We were able to optimize our placements based on this added visibility, as well as get leads passed back to build retargeting and lookalike pools upon..

**RESULTS**

By leveraging the Kargo Pixel to provide additional insights about post landing page activity, we were able to optimize our inventory and targeting tactics that led to our benchmark-breaking engagement rates and qualified responses that exceeded our goal.

- **33x** INCREASE IN DAILY SPEND
- **22%** ENGAGEMENT RATE
  Benchmark: 8.9%