SOCIAL (INTERCEPT) SUCCESS

CHALLENGE
How do you reach your audience in highly engaging environments where they are consuming and sharing content?

SOLUTION
You marry eye-catching creative, smart targeting and social environments to drive the conversation! Kargo’s exclusive Social Intercept unit intercepts audiences once they engage with editorial content from their social feeds, opening the content within a wekit experience. Kargo’s ability to insert ads within these experiences drove performance well above benchmark for engagement, expansion and in-view metrics.

1.3% ENGAGEMENT RATE
1.5x Benchmark

23s IN-VIEW TIME
1.5x Benchmark

1.3% AD EXPANSION RATE
2.6x Benchmark