A VITAMIN A DAY...
This pharmaceutical company toppled Kargo benchmarks using Kargo’s self-service Composer tool combined with best practices for mobile ad creatives.

CHALLENGE
How do you drive awareness for a top-rated vitamin and supplement brand?

SOLUTION
Leverage high impact, thumb-stopping video ad units that prompt user interaction! We repurposed the brand’s pre-existing social assets and gave them new life with Social Echo's Display and Video mobile-optimized formats. By recreating the feeling of a social feed within premium editorial environments to contextually targeted audiences, users were met with a brand-safe and curated ad experience that kept them clicking for more!

Source: MOAT Analytics, Q4 2021

- SOCIAL ECHO DISPLAY
  - 0.16% CTR
- SOCIAL ECHO VIDEO
  - 35% VCR

+135%
CTR ABOVE BENCHMARK

+45%
VCR ABOVE BENCHMARK