

ORDER UP! GEO-TARGETING IN-PERSON VISITS

Kargo's award-winning custom creatives inspire users to explore brands and promotions

CHALLENGE

How do you increase foot traffic in numerous geographical locations across the nation for a tasty QSR brand?

SOLUTION

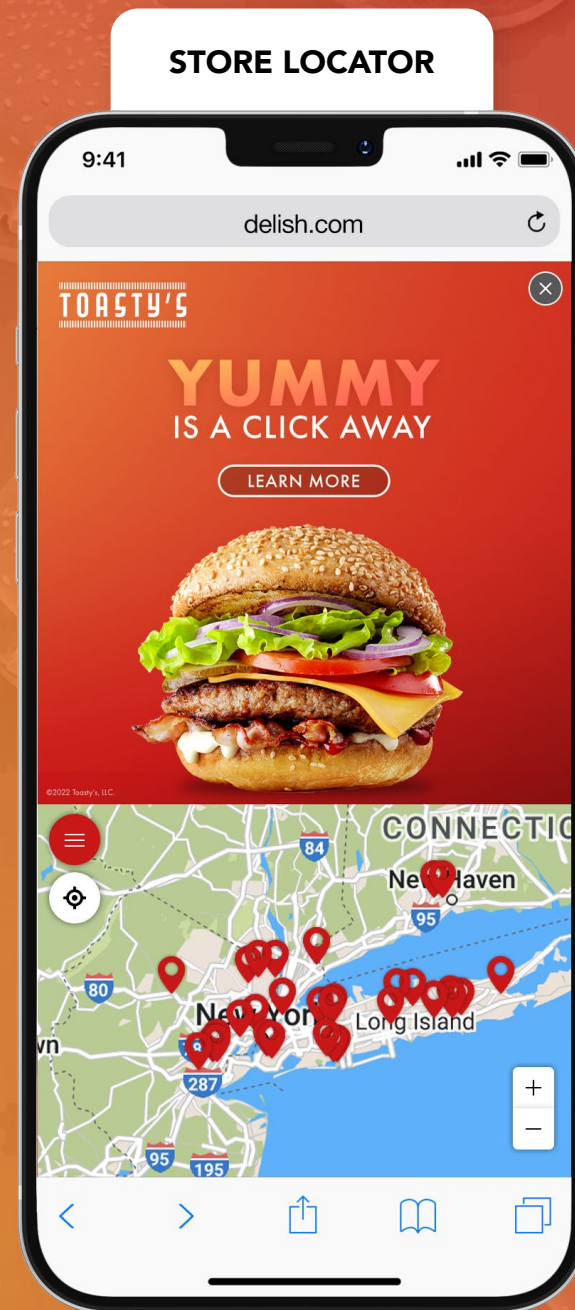
By ordering up a benchmark-busting campaign filled with high-impact custom creatives and precise targeting! Kargo leveraged its suite of thumb-stopping ad units to educate consumers on special promotions and other deals. Through a blended targeting solution, we honed in on specific geographical locations to push nearby consumers to grab a bite at a local eatery.

Our creatives kept customers begging for more with a strong behavioral lift in user engagement, foot traffic, and sales.

MEASUREMENT PARTNER

FOURSQUARE

Source: Foursquare, Q2 2022, *95% Confidence
Level Positive Lift



13.75%
ENGAGEMENT RATE

5.5K
STORE LOCATOR
ENGAGEMENTS

\$0.15
COST PER STORE VISIT