

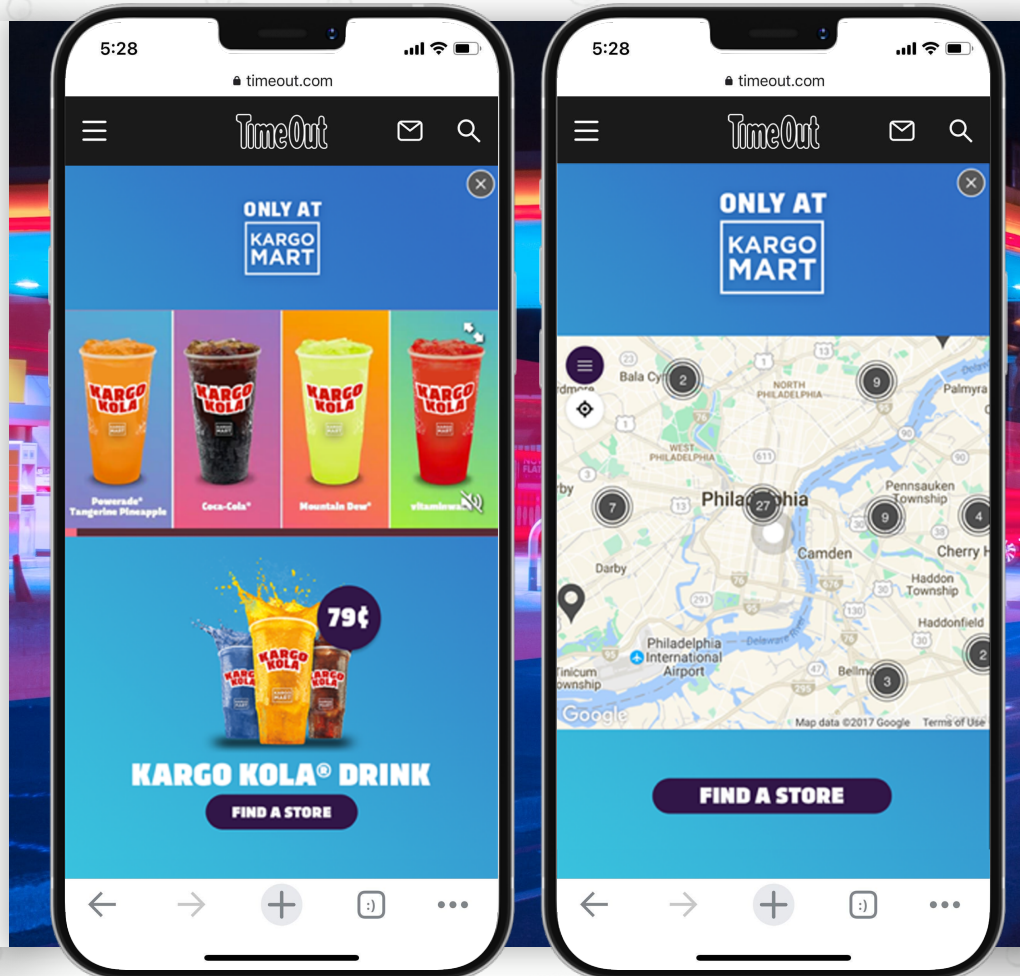
# DEALS ON DEMAND

## CHALLENGE

How do you drive foot-traffic to a well-known retailer during a promotional period?

## SOLUTION

You hit them right in the taste buds! By leveraging a combination of engaging rich media—showcasing the sweet deals—and store locator units, Kargo drove consumers in-store and right up to the checkout counter.



SHOWCASE FS

STORE LOCATOR

2.9%

LIFT IN STORE VISITS

12%

CONVERSION RATE

\$2.48

COST PER STORE VISIT