

RESULTS AT THE NEXT WINDOW

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

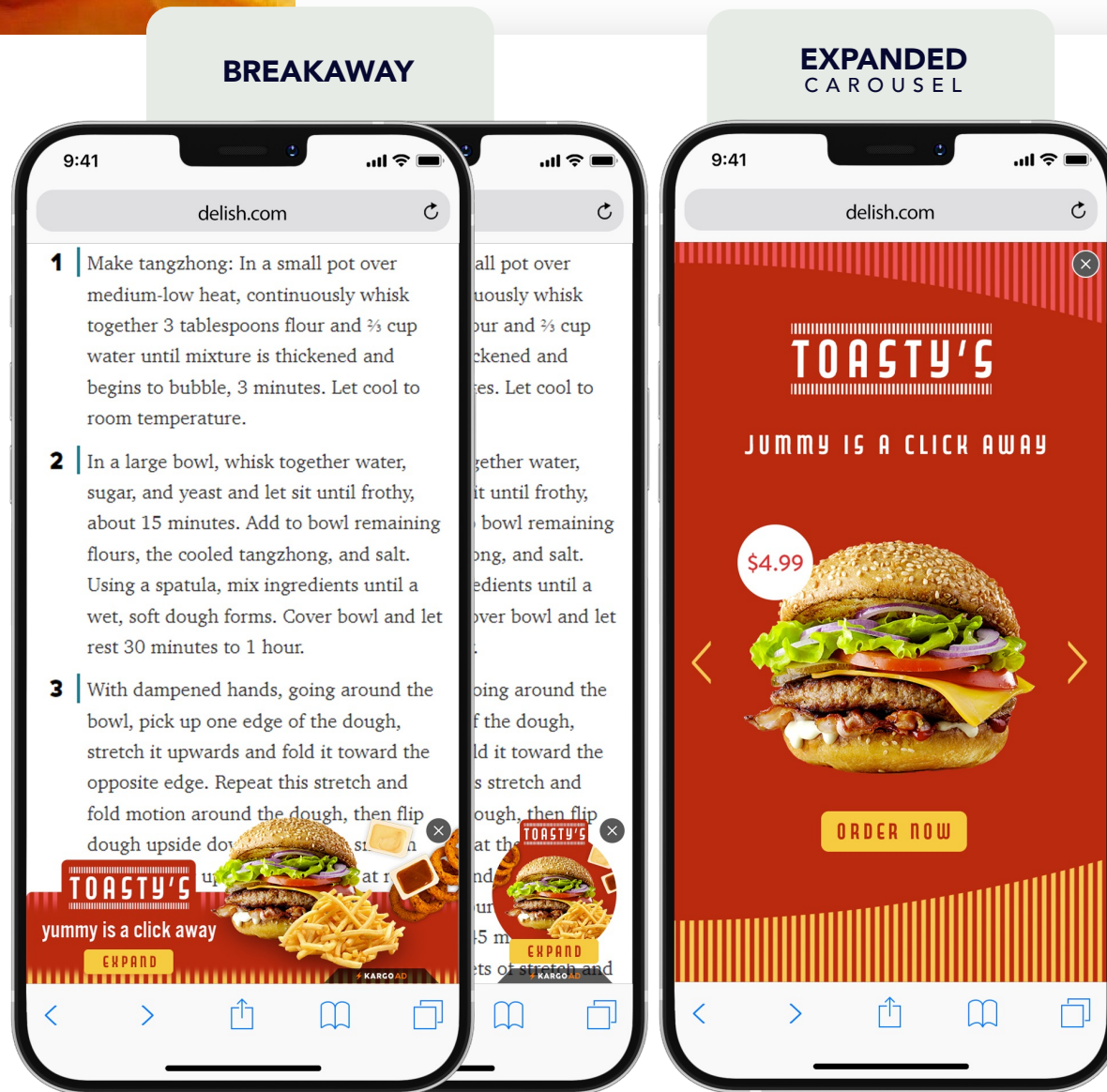
CHALLENGE

How do you drive national store visit rate for a QSR with a highly segmented, value-driven audience?

SOLUTION

Build out custom high-impact creative that encourages user interaction and educates the consumer on special promotions. Target all distinct audiences with blended targeting strategies (3P and contextual signals).

Kargo targeting and creative proved a success, inspiring engagement and store visits.



2.92%

STORE VISIT RATE

Kargo targeting and creative proved to be successful, inspiring ad unit engagement and store visits as measured by Placed

1.03%

EXPANSION RATE

Expandable creative amongst users targeted via onboarded FSQ audiences