



# The Brand-Building Power of Kargo

**Kargo** creates breakthrough cross-platform ad experiences for the world's leading brands. **Upwave** is the leading analytics platform for brand advertising. Together, we've been **bringing science to top-of-funnel** campaigns, and optimizing Brand Lift in real time.

## ELEVATING BRAND PERFORMANCE

Kargo spends more than 4X the time (compared to Upwave's average customer) analyzing and optimizing campaigns—leveling up overall brand performance for their clients.

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Kargo outperforms Upwave Norms in 93% of campaigns

8%

In 2024, performance trended upwards by 8% over previous year

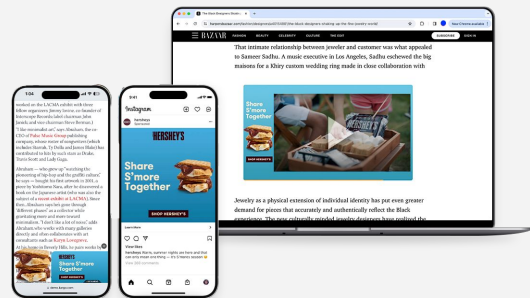
## CROSS-CHANNEL EFFECTIVENESS

Overall Upwave data shows the addition of Kargo's CTV offerings drives up brand performance on a given campaign.

Kargo performed especially well against Upwave Norms towards the bottom of the brand funnel for cross-channel campaigns including both CTV *and* Mobile, together. Campaigns that included both CTV *and* Mobile have:

**2x** average Brand Preference lift vs Upwave Norms

**3x** average Purchase Intent lift vs Upwave Norms



## FULL-FUNNEL BRAND-BUILDING

A deep dive into specific cross-channel campaigns shows the overall brand-building power of Kargo.

### CTV + MOBILE

A streaming service brand saw positive lift throughout the brand funnel on a Kargo campaign including both CTV and Mobile environments.



- +5% Awareness
- +2% Consideration
- +6% Purchase Intent

### CTV, MOBILE + DESKTOP

A CPG brand, who utilized Kargo's CTV, Mobile and Desktop environments, saw:



- +2% Awareness, +4.5% Consideration
- and +3% Purchase Intent

In this campaign, CTV drove up performance for Consideration, while the addition of Desktop helped increase lift in Purchase Intent.