

Mondelez Unlocks Incremental Sales on CTV With Kargo, SmartCommerce & Attain

CHALLENGE

How could Mondelez leverage CTV advertising, advanced commerce, and measurement tools to attract new customers and enhance the shopping experience?

SOLUTION

With the above challenge in mind - Kargo architected and executed a CTV campaign for Mondelez, supported by SmartCommerce technology and powered by measurement disruptor Attain.

CTV proved a successful cornerstone of the campaign, demonstrating the ability to reach and convert net new brand buyers via enhanced, shoppable creative assets.

Leveraging Kargo creative and SmartCommerce's Click2Cart® technology, the CTV-led campaign delivered exceptional results, with 10x higher conversions on CTV. The campaign achieved a 12% lift in new buyers, demonstrating how commerce-enabled CTV can effectively drive both direct response and brand awareness goals.

Attain's measurement capabilities proved the efficacy of Mondelez's investment, providing clear visibility into how each tactic drove sales outcomes. Overall, this commerce-enabled CTV campaign, supported by integrated solutions, delivered game-changing results for a big win!



+12%

New Buyers

10x

Conversion Rate
vs. Attain Benchmark

2x

ROAS
vs Attain Benchmark

