

PLACED FOOT TRAFFIC RETAIL CASE STUDY

RETAIL STORE TRAFFIC INCREASES +9.79% DURING PEAK SHOPPING TIMES AS A RESULT OF KARGO'S MOBILE CAMPAIGN

MOBILE IS THE PLACE TO BE HEADING INTO FALL

46%

OF US BACK TO SCHOOL SHOPPERS VISIT RETAIL SITES VIA MOBILE PHONES¹

\$142_B

ESTIMATED SMARTPHONE RETAIL SALES FOR 2018²

44%

INCREASE OF MOBILE BACK TO SCHOOL RETAIL ORDERS FROM JULY 27-SEPT 5 2017¹

PREMIUM INVENTORY ALIGNS KEY RETAILER EVENTS

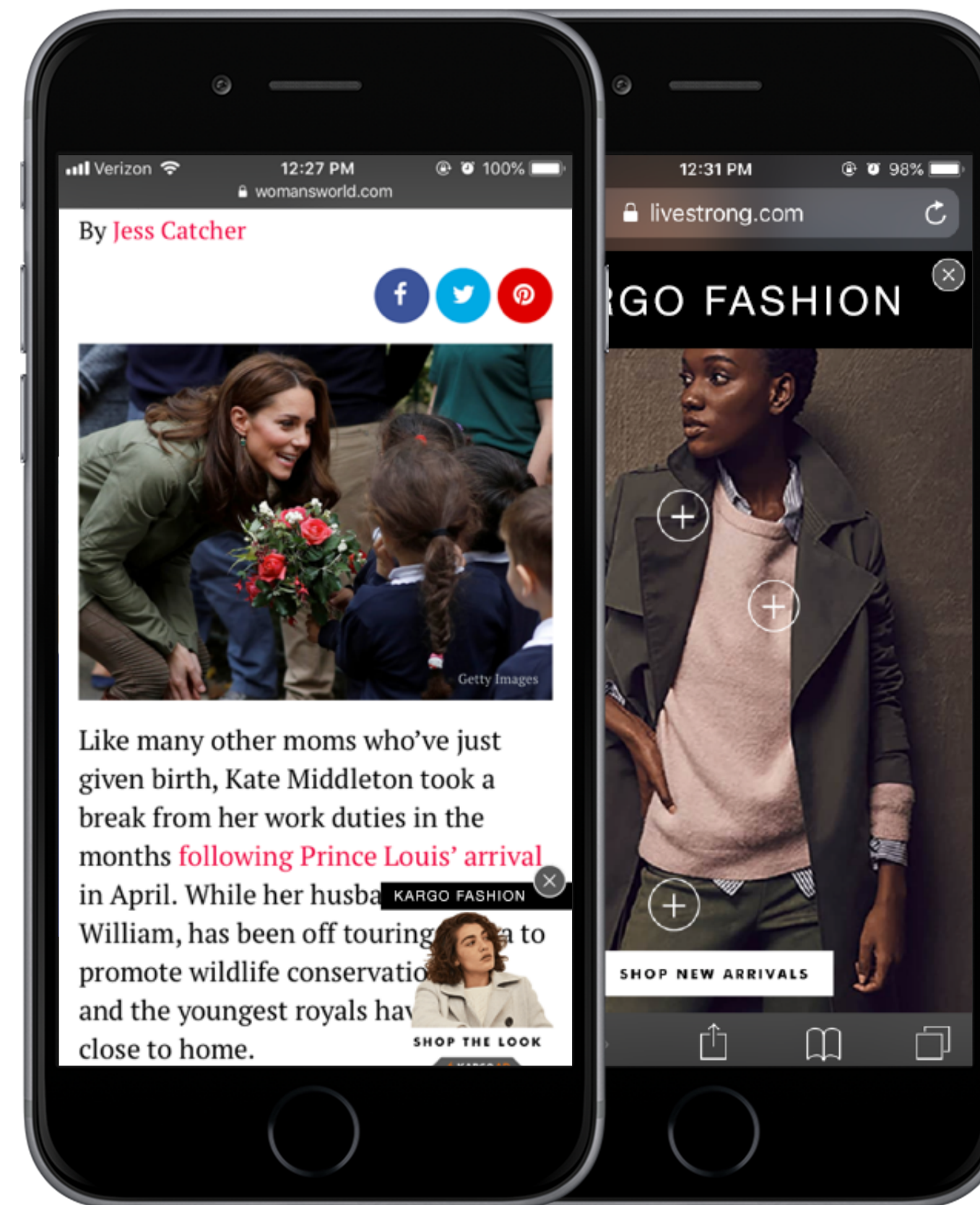
BACK-TO-SCHOOL

BACK-TO-SCHOOL SEASON FEATURES TONS OF DEALS ON FALL AND SUMMER ITEMS, AS FALL STYLES START TO APPEAR IN JULY³

ANNIVERSARY SALES

MAJOR RETAILERS HAVE THEIR SAMIANNUAL AND ANNIVERSARY SALES DURING THIS TIME FRAME³

WOMEN'S SIDEKICK > EXPLORER



MEN'S SIDEKICK > EXPLORER

