

Nordstrom Holiday '24 Campaign Impact & Opportunities

KARGO

Objective

Kargo and Nordstrom teamed up to drive awareness, consideration, and purchase intent for the holiday gifting season

KPIs

- + CTR
- + VCR

Flight Dates

+ 11/14/24 - 12/20/24

Targeting

- + DSP Side

Investment

+ \$415,057.05



Creative

- + Scroll Reactive Venti
- + Lighthouse
- + Enhanced Branded Canvas Pre-Roll
- + Branded Canvas Pre-Roll

Scroll Reactive Venti

- + The Scroll Reactive Venti outperformed CTR benchmarks by 200%! This speaks to Nordstrom's highly engaging creatives and Kargo's ability to bring them to life.
- + The Shoes creative saw a 0.22% CTR, making it a top performer for Nordstrom's holiday campaign. Shoes was the top performing version across both display tactics. In future campaigns, consider heavying up on these creatives to double down on the highest engaging visuals!

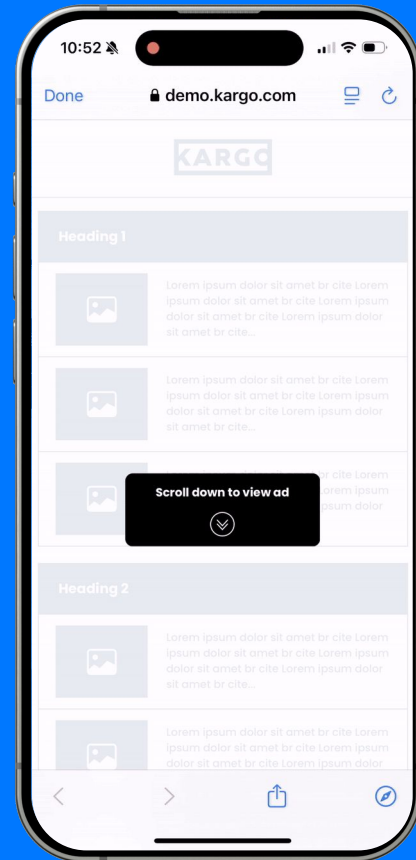
0.18%

Overall CTR
BM 0.06%

Source

Impressions
2,734,949

Clicks
4,882



Lighthouse w/ Carousel

- + The Lighthouse w/ Carousel drove an overall CTR of 0.69%, 146% higher than Kargo's benchmark!
- + The top performing creative was Shoes with a 0.74% CTR.
- + As the top click-driving format of the campaign continue to lean in heavier on this format for future campaigns.
- + To drive even greater site traffic, consider one of Kargo's high-impact, adhesion units such as the Runway!

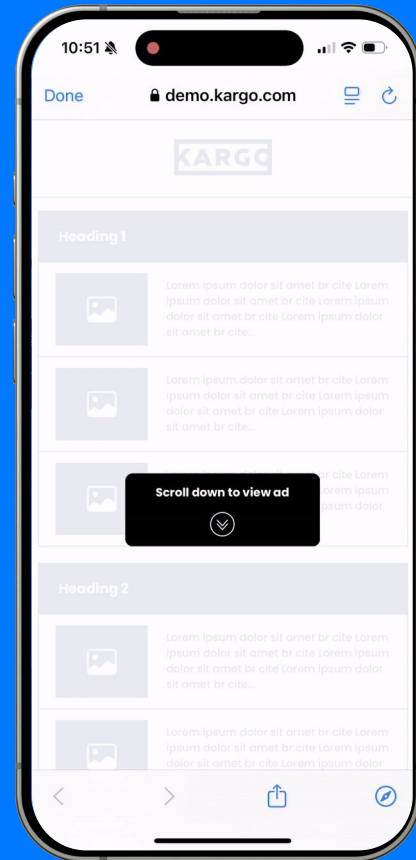
0.69%

Overall CTR
BM 0.28%

Source

Impressions
5,389,648

Clicks
37,406



Branded Canvas Viewstream

- + The Branded Canvas Viewstream outperformed CTR benchmarks by a massive 162%! It also saw an overall VCR of 37.35%, over VCR benchmark.
- + The Gifts Under \$100 version saw the highest VCR of 38.50% and the Sparkle All The Way version saw the highest CTR of 0.27%. The two top performing creatives were Kargo's standard Branded Canvas Viewstream builds!

0.21%

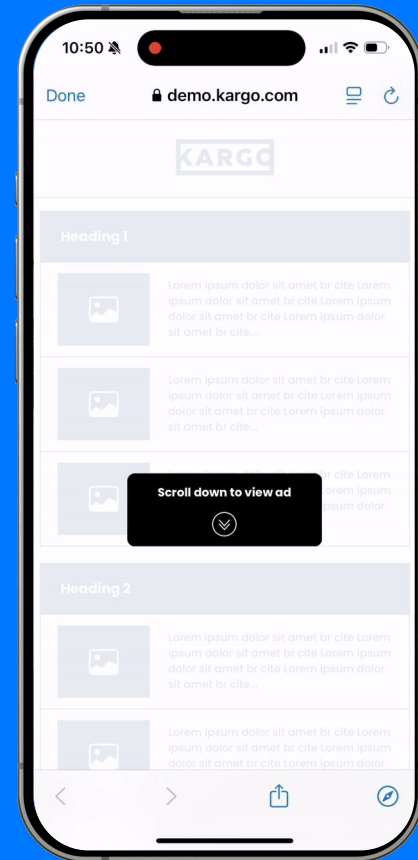
Overall CTR
BM 0.08%

37.25%

Overall VCR
BM 35.16%

Impressions
6,406,693

Clicks
13,434



Enhanced Branded Canvas Pre-Roll

- + The Enhanced Branded Canvas Pre-Roll outperformed CTR benchmarks by 150% and saw an overall VCR of 77.55%!
- + The Gifts Under \$100 was the top performing creative for VCR and Cold Weather saw the highest CTR.
- + Consider taking this Enhanced Branded Canvas to CTV to take a full-funnel approach and make your builds work harder for your brand!

0.10%

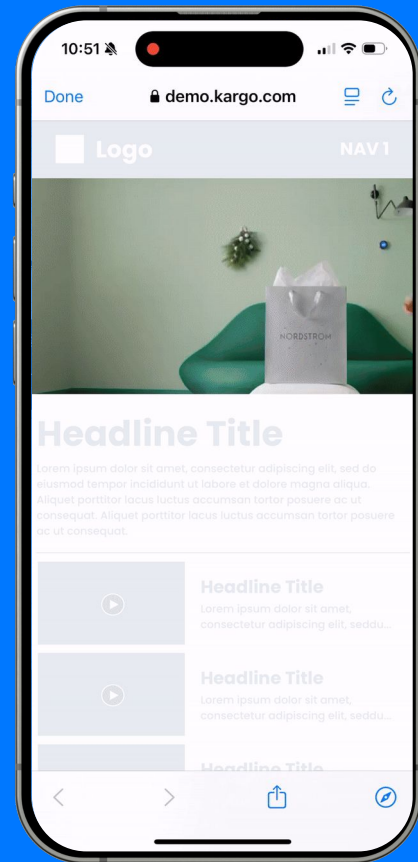
Overall CTR
BM 0.04%

77.55%

Overall VCR
BM 75.53%

Impressions
7,082,829

Clicks
7,128



Key Targeting Insights

Top Performing Cohorts include Children in Household, A18-24, and Entertainment Enthusiasts.

Top
Performing Sites

Newsweek

E

Page Six

THE SPUN

+ more



+

Children in HH

Content consumed by audiences
with children in household.

257%

CTR Lift



+

Entertainment Enthusiasts

Interests in arts and entertainment, shows and events, music, and style.

220%

CTR Lift

+

A18-24

Content consumed by audiences
18-24.

244%

CTR Lift

Thanks From Your Dedicated Kargo Team



Troy Troutner

Head of Revenue,
West



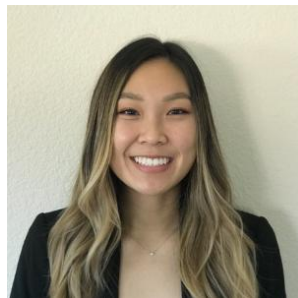
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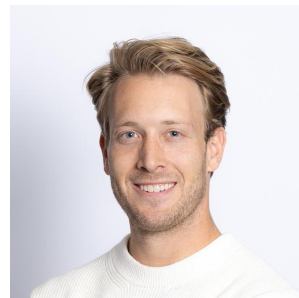
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