

CRM Onboarding & Targeting

In the world of cookie-less advertising, first-party data is a marketer's most valuable asset. Customer relationship management (CRM) data is a type of first-party data collected directly from consumers—for example, business addresses or an email list of newsletter subscribers—that can be used for CRM targeting strategies. With our CRM Onboarding feature, powered by LiveRamp, you can use your best asset in a CRM targeting strategy to re-engage your audience and retarget at scale.



WHAT'S CRM ONBOARDING?

Choozle's CRM Onboarding feature, powered by LiveRamp, lets you bring offline data online to uncover your most valuable users and create highly targeted custom audiences.

WHAT'S CRM TARGETING?

CRM targeting allows you to activate onboarded data within a campaign to target people already engaged with your brand.

HOW IT WORKS

Our CRM feature gives you direct access to LiveRamp. This enterprise-level tool for identity will give you unmatched capabilities for precision targeting and personalization, as well as future opportunities to onboard data from other providers.

1. Request access to a LiveRamp account in the Choozle platform, and our team will create one for you.
2. Upload your CRM list into LiveRamp.
3. When the list is ready, the audience will be available in the Choozle data catalog under the CRM list section for use on any Ad Group (typically 48-hour turnaround time).
4. Add the custom audience to an ad group in your campaign.
5. Login to LiveRamp through the Choozle platform to manage or create audience segments.

NOTES & BEST PRACTICES

- At the end of each month, you'll be charged a \$1 CPM for any uploaded records within that month.
- CRM lists match 30-70 percent of the individuals from your CRM list. This depends upon the consumers' location in the list and the quality and freshness of the data uploaded.
- An audience is a way to group your users within LiveRamp; sometimes, you only need one audience. LiveRamp Audiences are equivalent to segments in the Choozle Platform.
- The uploaded list must be 500MB or smaller and contain no fields other than the allowed PII identifier fields identified by LiveRamp.
- Name your data upload file with the name of the segment to be created in LiveRamp.
- CRM Onboarding is only available in the United States and the United Kingdom.
- With the direct integration from Choozle to LiveRamp, you can invite other users who may require access directly to your LiveRamp Account.
- By uploading data, you acknowledge you have the right to utilize the data and for this express purpose. You're also authorizing that you have explicit opt-in privileges to use these audiences and include any opt-out options within your website's privacy policy.