

How to build value in your digital advertising campaigns

Following these steps will get you closer to your version of a near-perfect campaign every time.

Start by **MIXING & MATCHING** from past campaigns.

Take some time to jot down noteworthy results like best performing creative types (display, video, etc.) and looks (copy, colors, images, etc.), best target audiences, base/max bids and CPMs for best-performing ad groups, and more.

Know what your **KPIs** (key performance indicators) are and how to **IMPLEMENT** them in Choozle. ✓

Say, if you're trying to track conversions, but your check out page is on an external site, you couldn't place the Choozle Smart Container Tag there, then CPA isn't the right goal—pick a different one.

Start broad, maintain scalability, and use **MULTIPLE TARGETING TACTICS**. ★ ★ ★

Avoid 'and' statements and instead consider 'or' statements with custom audiences instead. It never hurts to start with a broader audience and/or broader contextual categories; you can always tweak them after a week or so, based on performance.

Why constrain an audience that's already engaged? Consider **EXPANDING YOUR REACH** for first-party targeting. ↙ ↘ ↗

You may reach someone that is perfectly relevant that you wouldn't otherwise if your targeting is too restricted or invariable. For instance, we've seen conversions on a men's clothing campaign from a food & drink category. Who knew?

No amount of perfect targeting will help CTR or CPA for **DULL CREATIVES**. ↘

Ensure there is a clear call-to-action so that the creatives will resonate with your target audience. It's also important to refresh your creatives every 30-60 days, as the same audience will eventually stop engaging if they're only served the same creatives for months on end.

LOG IN! Check the platform!

Check your dashboard the day that the campaign is set to launch to make sure that there is spend reflected on the dashboards, and check your campaign at least weekly. Leverage our fancy new in-platform detailed reports to learn about your campaigns and optimize for stronger performance. We cover all that and more in our Choozle Academy course, Optimizing the Campaign.