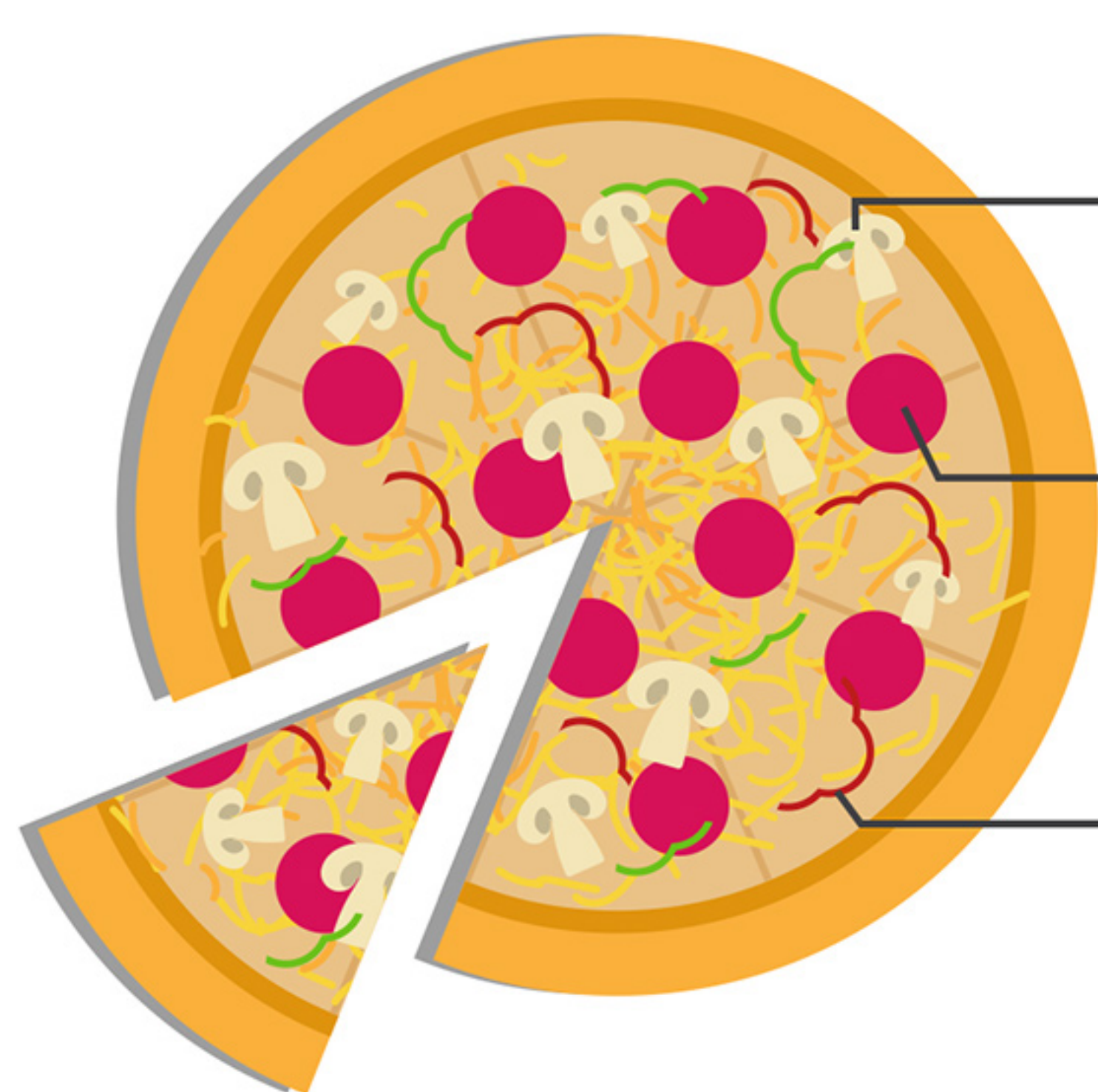


CRAFT THE PERFECT PROGRAMMATIC PIZZA

Programmatic is like pizza: the toppings you use can make it or break it. Will the ingredients of your strategy and tactics bake up the best pie? Or will the metrics burn based on your goals? In any instance, using the freshest creative will get you the most bang for your buck.

PIZZA #1: ENCOURAGE CONVERSIONS

TOPPINGS:



- **Smart Container Tag:** This is your first and most important ingredient. Without it, this pizza just won't turn out nearly as well as you'd hoped!
- **Conversion Events:** When setting up your campaign, you can enter up to five different conversion events (URL's) in order of importance. Track email list sign-ups, purchases, and more all in one campaign.
- **Ad Group Goal:** CPA, or cost-per-acquisition, is the best goal to use in a conversion-focused ad group.

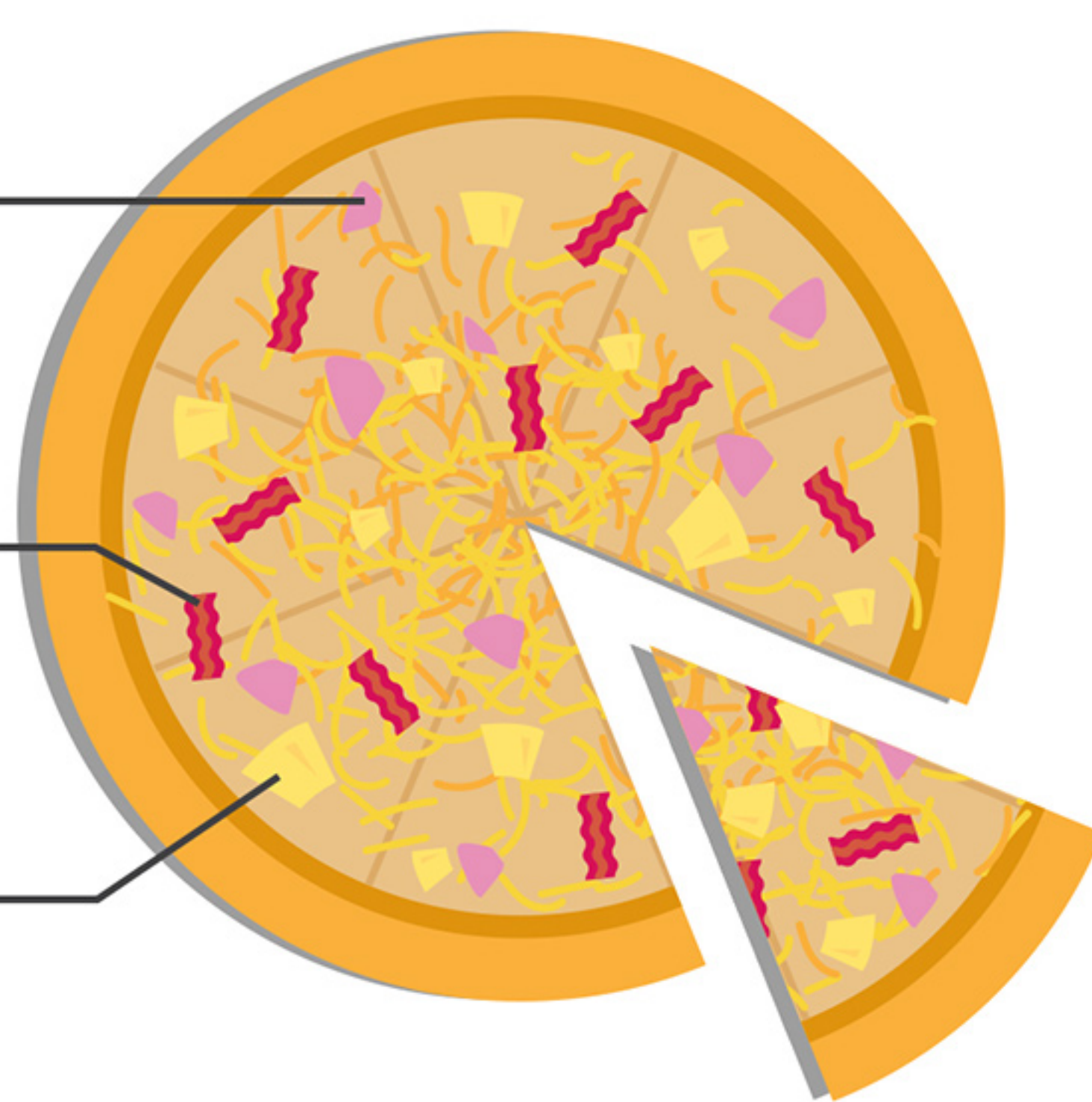
PIZZA #2: INCREASE YOUR BRAND AWARENESS

TOPPINGS:

Targeting: You know who your customer is, and it's time to put that knowledge to use! Using strategies like contextual targeting will ensure your ad is served to people who are more likely to care.

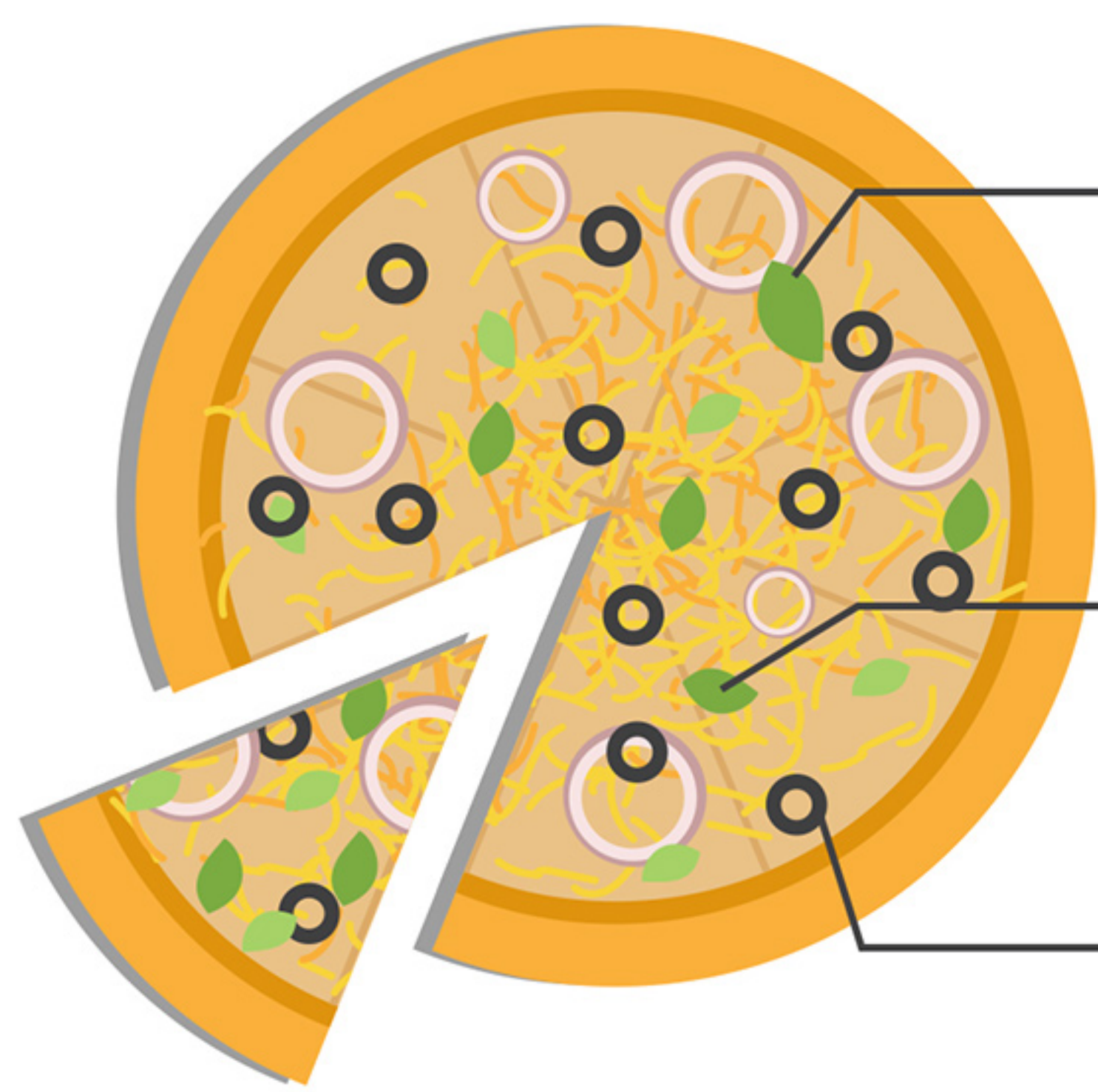
Stellar Creative: Using thoughtful creative with a strong call-to-action will help your audience pay better attention to your ad and, bonus, makes it more likely for them to click.

Pay Attention to Impressions: Consumers are proven to buy more from brands they're familiar with. Impressions served will show you how well your ad is staying top-of-mind for your audience.



PIZZA #3: DRIVE TRAFFIC

TOPPINGS:



- **Try Retargeting:** Retargeting campaigns can be a useful tool to drive traffic to a website in addition to other strategies like social media and/or email marketing. Don't forget, the Choozle Smart Container Tag is also the first ingredient here!
- **Call-to-Action:** Consider the whole client experience. Making sure you have a clear call-to-action not only in your ad but on your landing page as well will help nudge the customer towards taking action.
- **Freshen Things Up:** Customers don't respond well to looking at the same ads for months on end. We recommend changing out creatives every 30 days to keep things new and exciting!