

C1 Partners leveraged the Choozle platform to execute programmatic advertising campaigns for their client, Viaero Wireless. The Choozle platform enabled C1 Partners to increase brand awareness while significantly boosting offline sales for Viaero Wireless in a simple and scalable manner.

THE OBJECTIVE

- Increase the amount of quality traffic to Viaero Wireless' website
- Raise overall brand awareness
- Reduce bounce rate
- Expand measurable offline sales during campaign flight

THE SOLUTION

C1 Partners partnered with Choozle to increase offline sales for their client, Viaero Wireless. IP targeting was employed to reach consumers in the areas surrounding Viaero Wireless' retail outlets. Contextual targeting was layered to reach online business and consumer segments who were in Viaero's target market. C1 also leveraged hyper-targeting to engage relevant interest-based consumer segments in a specified network. This execution strategy enabled C1 to lift the amount of quality website traffic while decreasing the bounce resulting in a tripling of monthly online revenue in a 30-day window.



CLICK THROUGH RATE
THROUGHOUT THE CAMPAIGN



TOTAL VISITORS
TO VIAERO WIRELESS' WEBSITE



TOTAL IMPRESSIONS
THROUGHOUT THE CAMPAIGN
[3,643,639]



BOOST IN MONTHLY ONLINE REVENUE
IN A 30 DAY WINDOW