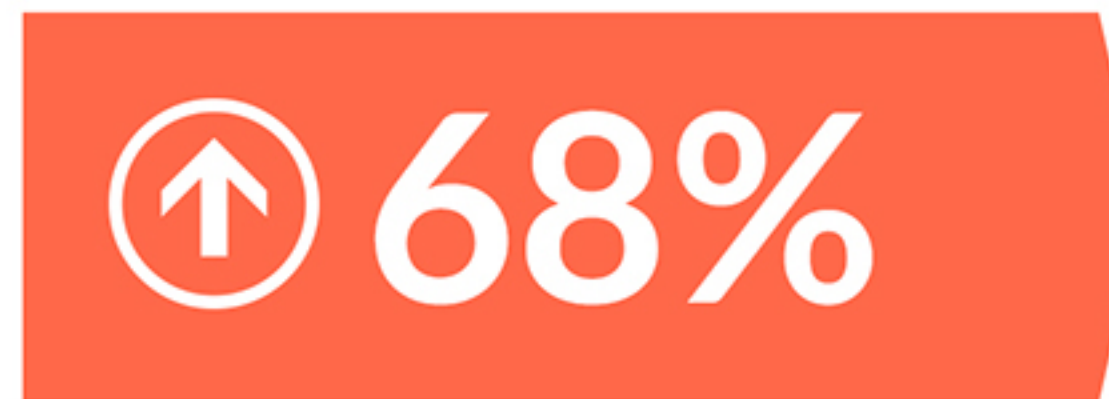


McCulloch+Company, an Atlanta-based advertising media services agency, onboarded Choozle as their in-house trading desk platform to help with a high volume of B2C and B2B digital activity.

THE OBJECTIVE

- Start managing majority of programmatic marketing in-house
- Become better able to manage client conversion activity and metrics
- Expand digital capabilities that provide a tangible advantage, better results and campaign accountability for clients



YEAR-OVER-YEAR LIFT IN
CLICK THROUGH RATE
DIRECTLY RESULTING FROM
THE CHOOZLE PLATFORM



2016
CLICK THROUGH RATE
WITH VARIOUS AD TECH PARTNERS



2017
CLICK THROUGH RATE
WITH CHOOZLE

THE SOLUTION

McCulloch+Company needed a data-service platform (DSP) that was intuitive, flexible and nimble.

From contract to campaign, McCulloch was up to speed in the Choozle platform within just a few weeks, giving their team a quick and effective handle on their client accounts and campaigns.

“Our hope was that Choozle would give us expanded digital capabilities that provide a **tangible advantage** for our clients. Choozle has not disappointed. Our clients have benefitted from **better results** and more campaign accountability.”



Jeff Jones
Director of Media Services
McCulloch
+Company
GoodMediaIdeas.com