

Digital Niche employed the Choozle platform to drive engagement and fundraising to the Vela Bikes Kickstarter campaign.

THE OBJECTIVE

- Drive traffic to Vela Bikes website
- Engage with audience through higher clicks and CTRs
- Become acquainted with the programmatic media strategies, space, and execution via the Choozle platform

THE SOLUTION

Vela Bikes worked with Choozle to drive more traffic to their website and increase user engagement. By building a custom audience using Choozle's Audience Builder tool, Vela Bikes was able to target the right audience for their brand.

By focusing on contextual targeting, which focuses on the identity of the user, Vela Bikes was able to reach an outstanding click through rate by targeting individuals with an identity similar to their brand DNA.

After their first campaign flight, Vela Bikes looked to get even higher impressions served and clicks than they already had. Working with the Choozle Client Success team proved to be a valuable experience for the Vela Bikes campaign, as clicks and impressions grew by over 450% and 550% respectively.



**INCREASE
IN CLICKS**
FROM FIRST CAMPAIGN FLIGHT
TO SECOND CAMPAIGN FLIGHT



**CLICK
THROUGH RATE**
THROUGHOUT THE CAMPAIGN
(CTR)



**TOTAL CLICKS
TO VELA BIKES WEBSITE
THROUGHOUT
THE CAMPAIGN**



**TOTAL
IMPRESSIONS**
THROUGHOUT THE CAMPAIGN



**INCREASE
IN IMPRESSIONS**
FROM FIRST CAMPAIGN FLIGHT
TO SECOND CAMPAIGN FLIGHT