

2017

CHOOZLE YEAR IN REVIEW

A YEAR OF GROWTH



\$6 million

raised in Series B funding
Nov. 2017

120%

year over year
revenue
growth

OUR PRODUCT & SUPPORT

68%

YoY partners increased

47%

YoY increase in advertising campaigns

78%

YoY increase of bids for impressions

5,323

resolved support tickets

1 hour 18 min

average response time

92%

of customers rated Choozle support "mostly" or "extremely satisfied"

49%

of tickets were resolved with just one reply

PLATFORM ENHANCEMENTS

Detailed Campaign Reporting

in-app and on-demand

Creative Library

allows bulk upload and edit

Site List Library

make real-time edits, upload custom site lists using the template, and sort lists by date and time

Enabled usage of CRM lists

automated feature that allows upload of CRM list to the platform to provide a targetable audience for campaigns

Contextual Keyword Library

in partnership with Grapeshot, ability to create keyword lists to match to keyword-targeted ads within our display network

Geolocation Library

type and edit postal codes directly in the platform, integrate a geo list directly into a campaign, and no 24-hour waiting period

4,636,743

lines of code written

HIRED 31 NEW EMPLOYEES

61

total employees



30 women



31 men

22

new pets added



7 cats



13 dogs



2 birds



7350 = 0

LaCroix consumed

crying Thursdays

HOT OFF THE PRESS



15

awards won



G2 Crowd rating

4.2/5

33 reviews



increased PR coverage by

94%

from 2016-2017
(642 pieces of overall coverage)



share of voice topped out at

9%

and outpaced both
Simpli.fi and Criteo

achieved

73.275%

of our PR goals
for the year

organized our 1st

Choozle Backstage

launched our 1st

ChoozleCares grant



\$10,040.25

in charitable
contributions

2018 PROJECTIONS

new office location



10,000ft²
on Curtis St.



15,800ft²
at Catalyst in RiNo

30+

projected new hires

60%

projected YoY revenue growth

choozle

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