

# Campaign Planner Guide

The Campaign Planner is intended to provide a general framework to begin building your digital advertising campaign strategy. The Client Experience Team is available to help you tailor these best practices to your campaign's unique budget, objectives or requirements.

## 1. Complete Campaign Parameters

The first step in creating a digital advertising strategy is to outline the details of your campaign. These details can help guide you in determining the tactic that will provide the best results.

### Budget

Select a monthly budget.

### Primary Goal

Select reach, CPA, CPC, or CTR.

### Flight Dates

Set the dates you want the campaign to run.

### Geolocation

Set the location you want the ads to be shown.

## 2. Select Targeting Tactics and Strategies Based on Your Monthly Budget

Knowing the monthly budget of your digital advertising campaign can help determine what tactics and strategies to use. Use the appropriate monthly budget bracket and select the recommended quantity of strategies.

*\*You may use a tactic more than once if you would like to target different segments.*



### \$1-5K

Monthly Budget

Choose 2 of the following:

- Contextual
- Data
- Retargeting
- Contextual Keyword
- Native



### \$5-10K

Monthly Budget

Choose 3-4\* of the following:

- Contextual
- Data
- Retargeting
- Contextual Keyword
- Native
- IP
- CRM
- Video



### \$10-20K

Monthly Budget

Choose 5-6\* of the following:

- Contextual
- Data
- Retargeting
- Contextual Keyword
- Native
- IP
- CRM
- Video



### \$20K+

Monthly Budget

Let us help—reach out to Choozle's Client Experience Team!

And

Access to Choozle Strategic Services

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Strategies & Tactics	Primary Goal	Description	Cost	Best Practices
<b>Contextual</b>	<ul style="list-style-type: none"> <li>Awareness</li> <li>Engagement</li> <li>Conversion</li> </ul>	Reach your audience while they're viewing related content, targeting by category or site	No cost, except for media placement fee	<ul style="list-style-type: none"> <li>Build a comprehensive list of categories or sites for sufficient inventory</li> <li>Set "continue bidding factor" to "0" for exclusive contextual targeting</li> </ul>
<b>Data</b>	<ul style="list-style-type: none"> <li>Awareness</li> <li>Engagement</li> <li>Conversion</li> </ul>	Use third-party data to target demographic, psychographic, interest and purchase behavior characteristics	<ul style="list-style-type: none"> <li>Cost incremental on segments used</li> <li>Fixed-dollar or percentage-cost model</li> <li>Ranges from \$0.10-\$8 CPM</li> </ul>	<ul style="list-style-type: none"> <li>Cost incremental on segments used</li> <li>Fixed-dollar or percentage-cost model</li> </ul>
<b>Retargeting</b>	<ul style="list-style-type: none"> <li>Engagement</li> <li>Conversion</li> </ul>	Reengage previous website traffic throughout the customer lifecycle	No cost, except for media placement fee	<ul style="list-style-type: none"> <li>Place the Smart Container Tag 30 days prior to campaign launch to collect enough user profiles.</li> <li>Consider segmentation of site traffic by product or position of customer funnel</li> </ul>
<b>Contextual Keyword</b>	<ul style="list-style-type: none"> <li>Awareness</li> <li>Engagement</li> <li>Conversion</li> </ul>	Target specific websites which contain certain keywords or key phrases most relevant to your brand	Increased data CPM of \$0.42 for display and \$0.50 for video	<ul style="list-style-type: none"> <li>Upload a list of 20-40 keywords</li> <li>This strategy should not be used in conjunction with any other strategies and should be kept alone in an ad group to ensure the additional CPM is not charged on standard contextual ad placements</li> </ul>
<b>Native</b>	<ul style="list-style-type: none"> <li>Awareness</li> <li>Engagement</li> <li>Conversion</li> </ul>	Fit branded messages seamlessly within their surrounding environment, engaging audiences with relevant content	No cost, except for media placement fee	<ul style="list-style-type: none"> <li>Layer broad targeting tactics</li> <li>Only parent categories are accepted</li> <li>Direct ads to content for conversions</li> </ul>
<b>IP</b>	<ul style="list-style-type: none"> <li>Awareness</li> <li>Engagement</li> <li>Conversion</li> </ul>	Target users who have been seen at certain IP addresses	No cost if using your own list; \$500 sourcing fee and \$3 data CPM per list sourced	<ul style="list-style-type: none"> <li>Ideal for B2B campaigns</li> <li>Upload own list in an IPv4 format for free targeting</li> <li>Upload lists to include or exclude</li> </ul>
<b>CRM</b>	<ul style="list-style-type: none"> <li>Awareness</li> <li>Engagement</li> <li>Conversion</li> </ul>	Upload emails and/or phone numbers to target customers from your CRM database through digital advertising campaigns	<ul style="list-style-type: none"> <li>Data Package required including additional \$5 CPM for records above 40k uploaded</li> <li>No additional data cost to use data once the list is uploaded and matched</li> </ul>	<ul style="list-style-type: none"> <li>Ideal for B2B campaigns</li> <li>Ideal for B2C campaigns with a long sales cycle or recurring purchase</li> <li>Upload own list in an IPv4 format</li> <li>Upload lists for inclusion or exclusion</li> </ul>
<b>Video</b>	<ul style="list-style-type: none"> <li>Awareness</li> <li>Engagement</li> </ul>	Reach customers in-app, in-stream, and in-banner with this dynamic format	Incremental cost based on bid strategy	<ul style="list-style-type: none"> <li>Bid ranges average \$10-20 CPM depending on layered targeting</li> </ul>