

LIKE A SNOWFLAKE | EVERY AUDIENCE IS UNIQUE

A custom audience is created from first-party, third-party or retargeting profiles that can be blended, saved and used in a campaign. Who is your ideal consumer? Who are your regular website visitors? You know your customer best! Take previous knowledge about who your customer is and build your audiences around that.

Tip: to keep your costs down, focus on your key demographics. If you're targeting someone in a certain income bracket, they'll probably be within the age range you're targeting as well, so you should leave age out of the audience.

LOOKALIKE AUDIENCE

In your Choozle audience insights, take a look at the pie charts that represent the demographics, psychographics, purchase intent and consumer behavior of your established customers. From there, you are able to click each chart and include and/or exclude data segments, working to build and expand on an audience that mimics customers you already have.



FIRST-PARTY AUDIENCE

First-party data is information you yourself have collected, such as an email, IP address or CRM list. You can use this type of data to serve impressions to already-established customers by uploading it into your "audiences" tab, then saving and naming it accordingly.

THIRD-PARTY AUDIENCE

While first-party data is free and accurate, third-party data is especially useful for targeting a wider range of consumers who are still likely to respond well to your ad. It contains information on consumers' web interactions and behaviors, which are then filtered into aggregated data segments like "homeowners" or "dog lovers" for you to build an audience from.



RETARGETING AUDIENCE

A retargeting audience is built from cookie profiles (unique users) collected from your Choozle Smart Container Tag. This type of audience is useful for bringing people back to your page after already visiting it. It is a particularly smart strategy with high involvement purchases, such as cars or education, to help keep your brand top of mind for the consumers who've already shown an interest.

AFTER EXHAUSTING ALL OF THE AUDIENCE TYPES ABOVE, you can also ask yourself, "What other audiences can benefit from my product or service?" Using contextual targeting or other data segments to expose ads to audiences outside of your key target. Test them out and see how they do! You can go back in at any time and edit your ad groups to discontinue serving impressions to the audiences that aren't performing well.

