

USE CASE

Digital Advertising Made Easy™

Choozle is a digital advertising platform that leverages detailed data to power real-time programmatic campaigns across display, mobile, social & video mediums - all from a single, simple interface.

Enterprise Tools



Simple Operation



You are looking to drive sales and traffic to your website.

To do this, you want to better understand your consumers so you can drive measurable engagement and overall sales.

ENTER
choozle
IN 5 EASY STEPS

1 Once the Choozle Smart Container is placed on the website or a CRM list is uploaded, you can harness detailed Audience Insights on your customers against thousands of data points.

These actionable insights include demographics, purchase behaviors, lifestyle segmentation, intent, B2B data, and financials.



2 Build relevant and scalable audience from your Audience Insights or Audience Builder Catalog to get your message in front of the consumers on their desktops, mobile devices or tablets.

Access to 50+ premium data providers who represent over 100,000 targeting segments, including website visitor and CRM matching.



3 Deliver scalable campaigns to your target audience across display, video, mobile and social channels. Choozle connects you directly with 40+ digital advertising partners to execute media campaigns in real-time, in a few clicks.

The campaign can include various efforts Behavioral, Retargeting Audience Extension, Contextual and Site Specific advertising campaigns.



4 Choozle's in-dashboard and exportable reporting enables you to review the performance and execute efficient campaign optimization.

With the Choozle Smart Container present on the website, specific cost-per-action is measured for each campaign element.

The image shows a screenshot of the Choozle dashboard. On the left, a modal window titled "Export the Campaign Data" is open. It contains two columns of checkboxes: "Included Data Fields" and "Included Campaigns".

Export the Campaign Data
 The exported CSV file will include campaign and ad group data for the selected date range and filters. Choose the data fields and campaigns you wish to include.

Included Data Fields:

- Spend
- Impressions
- Win Rate
- CPM
- CPC
- CTR
- CPA
- Clicks
- Bids
- Conversions

Included Campaigns:

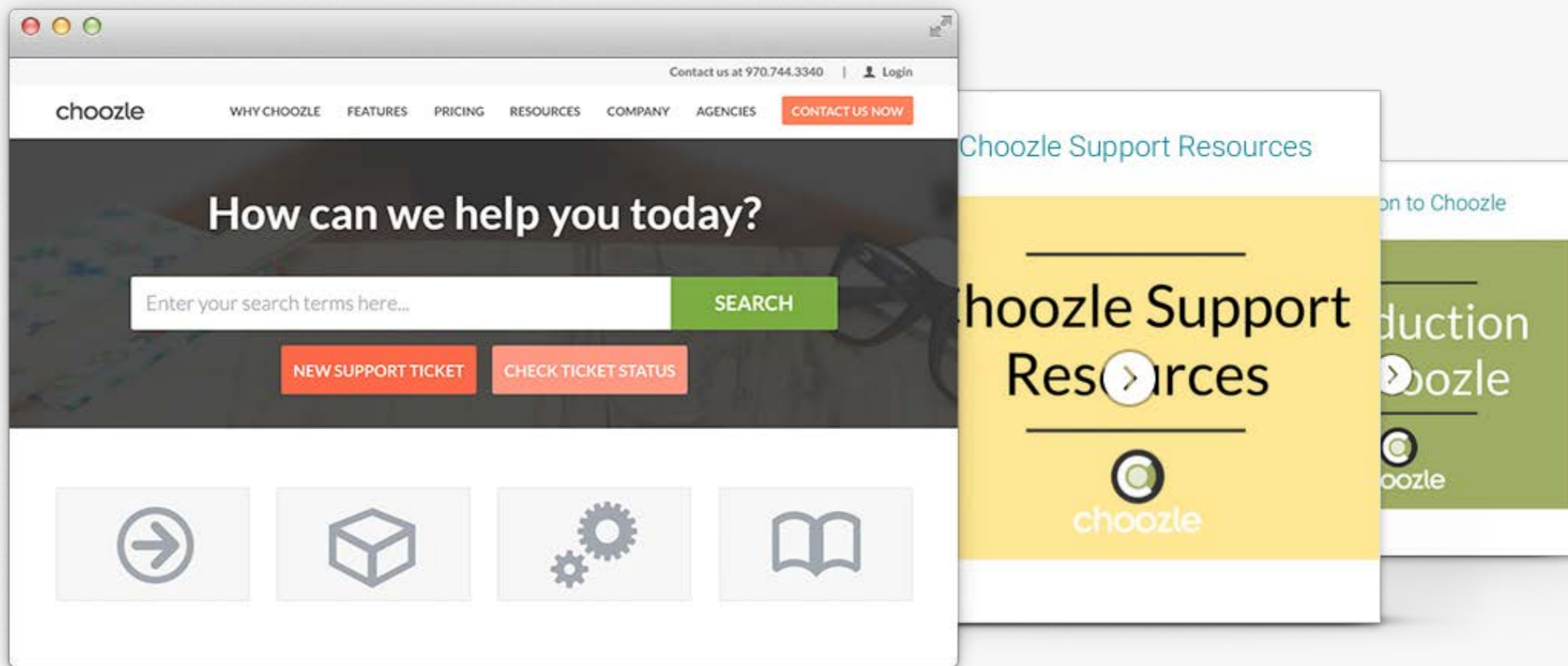
- Campaign Name
- Campaign One
- Campaign Two
- ROI-Summer Social Push
- Campaign Three
- Promotional Item
- Product 12345 Boost
- Holiday Campaign
- Campaign in April

Export CSV

On the right, the main dashboard is visible, featuring a large circular callout for "Impressions" with the value **611,510**. Other metrics shown include Win Rate at 2.36% and CPA at \$812.18. Below these are several line charts and a table of performance metrics.

30.00 Budget	CPM	CPC	CTR	CPA	Clicks
	\$0.80	\$2.50	0.032%		7403
300.00 Budget	CPM	CPC	CTR	CPA	Clicks
	\$3.63	\$20.17	0.018%	\$242.05	12
100.00 Budget	CPM	CPC	CTR	CPA	Clicks
	\$3.96	\$6.36	0.062%	\$0.00	1

- 5 Become programmatic expert with Choozle's help. You can go at it alone using our vast article system or enroll in the Choozle Academy and participate in online video courses. Participate in unlimited webinars, review case studies or chat with our Client Success Team.



Want full-service? No worries, we have you covered and you can ride shotgun for as long as you like.