

# Search & Social Managed Services

Choozle's campaign management team will run your search and social campaigns and make real time optimizations, manage pacing, and provide recommendations for current and future campaigns.

SEARCH



SOCIAL

∞ Meta



TikTok

LinkedIn

Pinterest

## BENEFITS OF SEARCH & SOCIAL

- **Advanced Targeting:** Utilize demographic, behavioral, and interest-based data to deliver ads to the right audience at the optimal time.
- **Optimize Across Channels:** Use performance data from one channel to enhance and inform efforts in other channels, leading to a better understanding of the most effective drivers of results.
- **Maximize Reach:** Enhance your display campaigns with social media ads to ensure you reach your target audience wherever they are online.
- **Drive Efficiency:** Automatically optimize towards the best-performing ads to ensure lower spend and a higher return on investment.
- **Utilize First-Party Data and Lookalike Audiences:** Target past customers to encourage repeat purchases and use lookalike audiences to attract new customers like those who have already purchased your product.

## THE MANAGED SERVICE APPROACH

The Choozle team operates out of the advertiser's ad account(s) for:

<b>Transparency</b>	<b>Ease of Transition</b>
All net media costs, campaign metrics, and optimizations are visible to end advertisers. We believe it is vital for trust between all partners that costs and performance are known.	A smooth transfer of access and setup allows our teams to quickly and easily take over management of any existing campaigns that may currently be running.
<b>Ownership</b>	<b>Special Ad Category Approved</b>
Advertisers have lifetime ownership of account data, performance, and campaign structure.	Our team is approved to run ads related to credit, employment, housing, social issues, elections or politics.

