

# Search & Social Managed Services

**SEARCH: GOOGLE ADS**

**SOCIAL : META, LINKEDIN,  
TIKTOK, PINTEREST**

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.



## BENEFITS OF SEARCH & SOCIAL

**Advanced Targeting-** Leverage demographic, behavioral, and interest-based data to ensure ads are serving to the right audience at the right time

**Optimize Across Channels-** Performance data from one channel can help inform and optimize efforts of the other and ultimately develop a better understanding of what's driving results most effectively

**Maximize Reach-** Complement your display campaigns with social ads and ensure that you are reaching your target audience wherever they are online

**Drive Efficiency-** Auto optimize towards best performing ads allowing the campaigns will ensure the lowest spend on bids and greater return

**Utilize 1P Data and LAL audiences-** Target consumers who have purchased your product to return as a loyal customer and also gather new consumers based on customers who have purchased your product

## THE MANAGED SERVICE APPROACH

Choozle Search & Social teams operate out of each advertiser or agency's own ad account(s) for:

**TRANSPARENCY:** 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.

**OWNERSHIP:** All advertisers have lifetime ownership of data, performance, and campaign build/structures should we part ways in the future.

**TRANSITION EASE:** 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.

### SPECIAL ADS CATEGORY APPROVED:

Our team is approved to run ads related to credit, employment, housing, social issues, elections or politics.