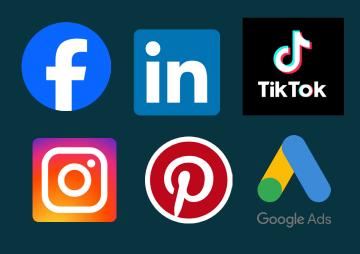
choozle

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.