



## Case Study

With a focus on driving awareness, Adventure Creative, a full-service digital advertising agency, sought to build a multi-channel strategy for their health & wellness brand client, Minny Grown. Leveraging third-party data, search retargeting, and site retargeting Choozle provided an exceptional vehicle for Adventure Creative to drive awareness and demand for a direct-to-consumer brand.

### The Objective

- Leverage third-party data to target consumers based on interests
- Drive digital awareness that compliments offline advertising strategies
- Gain and maintain knowledge of programmatic advertising strategies and tactics

### The Solution

A local health & wellness brand, Minny Grown, worked with Adventure Creative to find ways to use digital advertising to drive brand awareness. Given Minny Grown products, they were limited on the types of strategies they could use given publisher policies. By leveraging Choozle, Adventure Creative executed a multi-channel strategy to reach users that had fallen out of the marketing funnel after visiting Minny Grown's site through local newspaper advertisements and major-market radio station buys.

As a solution, Adventure Creative launched a digital advertising campaign utilizing a combination of third-party data targeting, search retargeting, and site retargeting. The third-party data targeting and search retargeting allowed them to reach people that would be interested in Minny Grown's products by targeting based on interests like natural health, yoga, tea drinkers, organic shopping, etc. In combination with their third-party data targeting, Adventure Creative leveraged retargeting to reach website visitors who didn't make a purchase on the Minny Grown website.

Overall, the targeting strategies using third-party data were able to achieve a \$6.00 CPM while the lower funnel strategies, like search retargeting, were able to achieve a \$5.00 CPM. More importantly, Adventure Creative was able to optimize the overall campaign to drive a 0.4% click-through rate and drive engagement for Minny Grown.

### Key Results

Achieved over  
**1.8M**  
impressions

**0.4%**  
click-through  
rate