

## Case Study

With a focus in search and social marketing, Blue Wheel Media sought to build an in-house programmatic advertising practice to drive client performance. The programmatic component would complement the core mission of creating progressive branding and digital marketing programs by enabling new customer reach and engagement tools. After scaling their search and social media buying efforts beyond seven figures in less than two years, they partnered with Choozle to design and scale their programmatic offering.

### The Objective

- Grow agency revenue and client footprint by mastering programmatic advertising
- Leverage programmatic advertising tactics to drive overall digital media performance
- Gain and maintain knowledge of programmatic advertising strategies and tactics

### The Solution

Blue Wheel Media partnered with Choozle to expand their agency's capabilities and develop scalable programmatic strategies to be integrated into multichannel digital marketing campaigns. Choozle supported Blue Wheel Media by initially building and managing their campaigns through a flexible service offering. This enabled Blue Wheel Media to gain fluency in programmatic advertising while scaling their knowledge of the Choozle platform. The platform education and training included campaign setup and optimization for their clients in the beauty industry.

Through ongoing support and guidance, the Blue Wheel Media team moved to self-service campaign operation within two months. As a result, they've not only been able to scale their campaigns and test new customer acquisition strategies but also expand their client base.

*"Choozle was a supportive partner to help us scale programmatic media buying at our agency. With the amount of education and support Choozle gave us at the beginning, we're able to successfully grow our team's knowledge and our agency's offering."*

**-Tayler Carpenter, Advertising Manager, Blue Wheel Media**

### Key Results

Transitioned from  
**fully-managed  
to self-serve**  
after two months

**10+**  
campaigns managed per  
month through Choozle

Scaled programmatic  
execution for lead  
generation clients by  
**582%**  
in a period of five months