

Sometimes, you're unable to find a data segment in our data catalog that fits your specific targeting constraints. With our custom data solutions, you can leverage data from your data management platform (DMP) or from a data partner to create unique custom audiences that meet your particular targeting needs.



## What Are Custom Data Solutions?

Our custom data solutions allow you to leverage first-party data from your data management platform or third-party data from a data partner.

## How It Works



When it comes to data, there are limitless options. Our custom data solutions enable the ability to create bespoke audiences for your unique needs. After evaluating your campaign and audience objectives, our team can provide audience suggestions through our extended partnerships with nearly a dozen data partners.

To have a custom audience created for your campaign, reach out to your Strategist with the name of the advertiser account, the campaign details including campaign budget, flight dates, target audience, campaign goals, geolocation, and KPIs. CPMs vary based on the provider and audience.



### Use Cases

**Importing First-party Data:** Bring your customer data and segmentation closer to your digital media buying. Connect your DMP such as Adobe's DMP and Marketing Cloud, with Choozle to reach relevant audiences, make informed decisions in real-time, and maximize your efforts. These data segments using first-party data from your DMP are then available at a \$0 CPM to use in any of your campaigns.

**Search Retargeting:** Expand your search strategy to display advertising with search retargeting (also known as search targeting) through specialized data partners including Cross Pixel, Datonics, and others. This audience-based targeting approach enables the ability to reach users on other sites based on their search queries.

**Site Conquesting:** Stay ahead of your competitors by creating a custom audience of users that have visited competitor websites or locations. For example, through our partners Dstillery and NinthDecimal, we can create a custom audience for a B2C brand of people who regularly visit H&M, Forever 21, and Sephora's websites.

**SIC Code/NAICS Code:** Niche audiences are common with B2B campaigns. Leveraging data partners like LiveRamp B2B, Dun & Bradstreet, Bombora, you can get very specific. Create a custom audience based on the specific SIC or NAICS codes, as well as any other firmographic data, to use in your digital advertising campaigns.

**Account-based Targeting:** Your specific buyer personas are unique, which means your audience needs are unique. Referencing a list of your target accounts, Dun & Bradstreet can build a custom audience that meets your needs by tapping into 300M+ business records and mapping the data to 350M+ cookies and mobile device IDs.



### Notes & Best Practices

- Custom data solutions are part of Choozle's Supported Solutions and available with minimum spend requirement. These tactics can be implemented with the help of our account management team. Reach out to us to learn more.
- Data partners for B2B campaigns include Bombora, Dun & Bradstreet, and LiveRamp B2B.
- Data partners for B2C campaigns include Cross Pixel search retargeting, Dstillery, Epsilon, Factual, Oracle, and PushSpring.
- Keep in mind the parameters you set for a custom audience before adding additional targeting parameters.
- Allow 10-15 business days for custom audiences to be created.