choozle
Digital Advertising Made Easy®

CRM & DATA

Web Insights

With Web Insights, you can identify your most valuable users, i.e., the ones who are most likely to convert. Unlock hundreds of data points about your website traffic, including information on your consumer's buying behavior, lifestyle, financial, and media consumption.

What's Web Insights?
An add-on product that visualizes your website traffic and reveals your most valuable users.

How It Works

First Party Data
Web Insights contains aggregates of first-party data, which is information collected directly from the data of consumers visiting your website and conversion landing pages.

Key Data Points
See the top 10 key data points from your website traffic. View data points including the potential reach and data source for each category across demographics, purchase behavior, media consumption, financial, lifestyle, and B2B.

Segmentation & Optimization
Use Web Insights to segment audiences coming to your website, including product pages or conversion pages. When building custom audiences, these insights will assist you in uncovering the motivated segments of users who are most likely to take action or the most valuable.
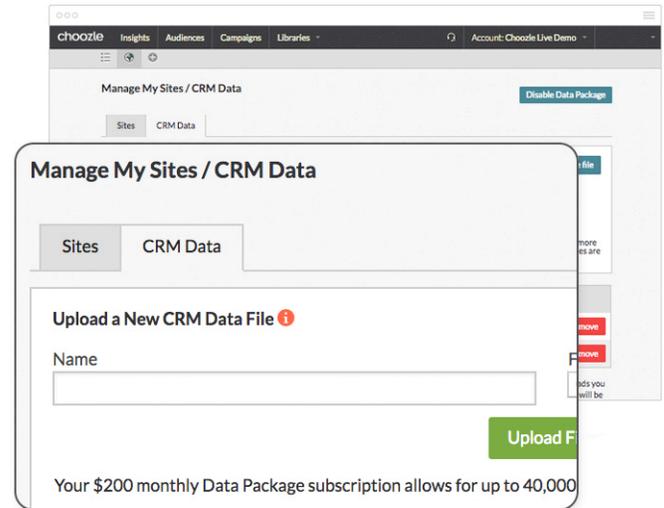
Notes & Best Practices
- For an additional **$200 a month**, activate a data package to unlock Web Insights and CRM Onboarding.
- Place the **Smart Container Tag** before using Web Insights. Wait at least **one week** after placing the tag to view the data gathered in Web Insights.

CRM Onboarding

First-party data is the marketer's most valuable asset. Customer relationship management (CRM) data is a type of first-party data collected directly from consumers. For example, it can be business addresses or an email list of newsletter subscribers.

What's CRM Onboarding?

The CRM Onboarding tool allows you to bring offline data online to uncover your most valuable users and create highly-targeted custom audiences.

How It Works

① Download the CRM template under Manage My Sites/CRM Upload.

② Add your CRM data to the Excel sheet.

③ Upload your CRM list into the Choozle platform.

④ Use the CRM data to create a first-party custom audience.

⑤ Add the custom audience to an ad group in your campaign.

Notes & Best Practices

- For an additional **$200 a month**, activate a Data Package to unlock Web Insights and CRM Onboarding. When your account reaches over **40K** total onboarded records, you will be changes a **$5 COM** for additional records.

- CRM Onboarding is only available in the United States and United Kingdom.

- CRM lists must be uploaded into separate regional accounts.

- By uploading a CRM list you acknowledge you have the permission to utilize this data for this express purpose.

- Provide complete postal addresses and fill in all fields.

Choozle Smart Container Tag

With the Choozle Smart Container Tag, you can effortlessly track conversions and converted users, explore a data visualization of your website traffic, and identify website visitors so you can retarget them later.

What's the Smart Container Tag?

A time-saving code snippet added to the universal header of your website that captures data about your website visitors' online activity. The tag tracks conversions, gathers audience insights, and collects user pools for retargeting campaigns.
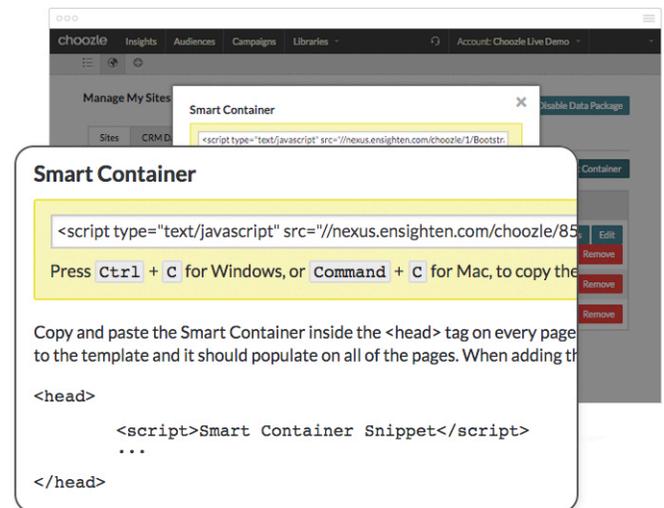
How It Works

① When you sign up for Choozle, a unique code snippet is created for each individual account.

② Get your code snippet on the **Choozle Account Overview** page or in **Manage My Sites**.

③ The code snippet only needs to be placed **once** in the universal header of your website. After that, the tag automatically tracks conversions and collects user profiles for all pages where the tag is placed, saving you time and resources.

Campaign Conversions

Using the Choozle Smart Container Tag you can automatically track conversion events driven by your digital advertising campaign. The ideal conversion tracking is for any event that leads to another URL or page where the Smart Container Tag is placed. Up to five different conversion events can be used for each campaign.

Notes & Best Practices

- The Choozle Smart Container Tag is compatible with other tag management solutions.
- The tag provides tracking for all active campaigns on your account.
- The code snippet only needs to be placed once in the universal header of your website.