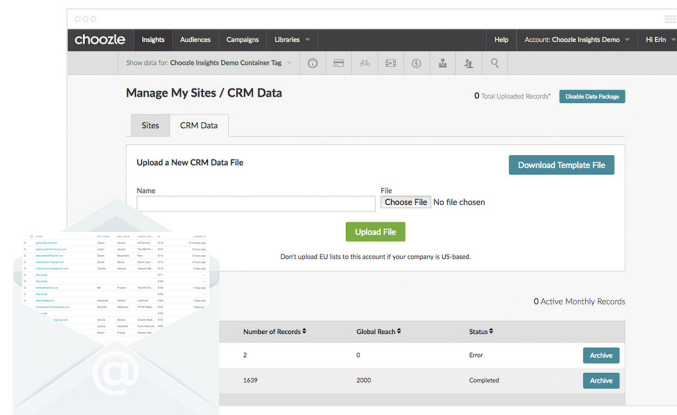


First-party data is the marketer's most valuable asset. Customer relationship management (CRM) data is a type of first-party data collected directly from consumers. For example, it can be business addresses or an email list of newsletter subscribers.

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 charged a **\$5 CPM** 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.
- Enable cross-device targeting to your campaign for an added CPM to expand the reach and available inventory of custom audiences built using your small CRM list.