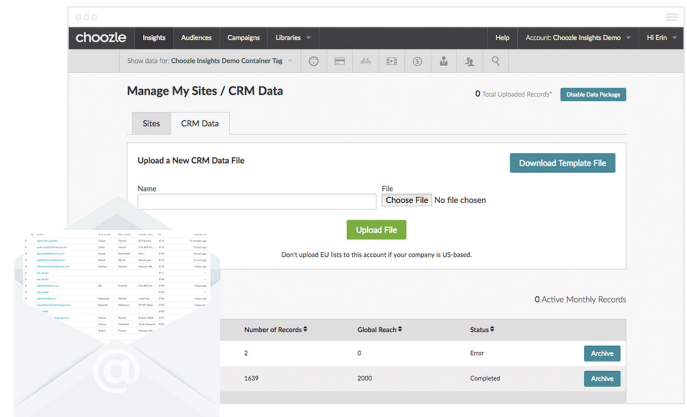


First-party data is the marketer's most valuable asset. Customer relationship management (CRM) data is a type of first-party data collected directly from consumers. For example, it can be business addresses or an email list of newsletter subscribers.

### What's CRM Onboarding?

The CRM Onboarding tool allows you to bring known 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.