

## Case Study

Choozle built and operates a programmatic advertising platform that liberates digital marketers by empowering them with the tools they need to achieve positive business outcomes.

### The Objective

- Engage with prospective B2B and Brand Direct clients
- Improve the quality of leads and requests for product demonstrations
- Leverage partnership with Dun & Bradstreet to reach a more targeted audience

### The Solution

Choozle uses its proprietary platform to execute a variety of targeting tactics to reach a high-quality audience within its programmatic display campaigns across the U.S. and UK. The marketing team at Choozle used historical data and consistent optimizations to test and find success with retargeting, contextual keyword, and custom Dun & Bradstreet audiences.

Retargeting is a consistently valuable targeting tactic because of its high click-through and conversion rates, contextual keyword allows advertisers to target relevant web pages, and Dun & Bradstreet's Standard Industrial Classification (SIC) Codes are used to target a more niche, ideal audience. Together, these three tactics have increased the overall quality of leads and click-through rates by more than 50 percent over six months.

*"Our own marketing team is evidence that a team can scale with self-serve digital media buying. We grew our demand-gen program by quickly learning what drove the best results and making changes accordingly, and that wouldn't be possible without having self-serve control."*

**–Megan Sullivan-Jenks, Director of Marketing & Communications**

### Key Results

**71%**

increased click-through rate in six months

**58%**

YoY increase in marketing qualified leads

**29%**

of leads turned into new paying customers

**\$120**

average cost per lead acquisition

**765:1**

average return on ad spend (versus 321:1 ROAS for paid search campaigns)