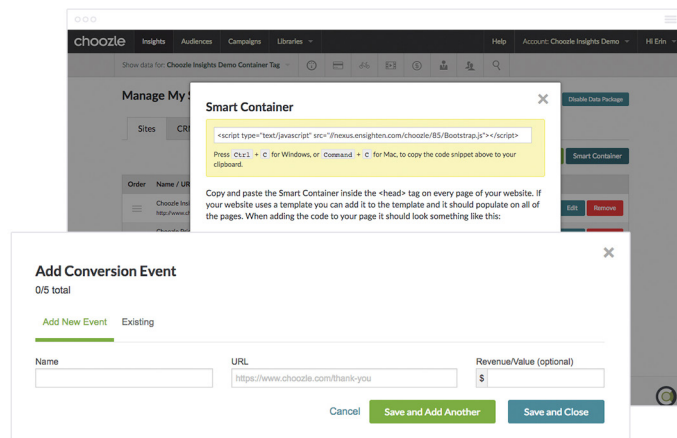


Conversion tracking measures how well your campaign is driving target users to take the desired action, e.g., subscribing to your email newsletter, purchasing your product, or creating an account.



What's Conversion Tracking?

A tool that shows if a campaign is converting target users. Conversions are tracked by the Choozle Smart Container Tag.



How It Works



Conversion Library

Create and apply conversion events for your digital advertising campaigns in the Conversion Library. Tracked by the Choozle Smart Container Tag, saved conversions are available for use in your Choozle campaigns. You can use the same conversion in multiple campaigns. Up to five different conversion events can be used in a campaign.



Cross-device Targeting

Cross-device targeting matches your custom audiences on other devices to unlock added inventory when enabled at the campaign level. You'll also receive expanded conversion tracking across all ad groups. Cross-device targeting is available for an added \$1 CPM.



Notes & Best Practices

- For external sites, the Choozle Smart Container Tag must be placed in the website header to track conversions.
- Leverage the conversions available in the Conversion Library to make building a retargeting audience for upselling or an exclusion for converted customers easier.
- Cross-device targeting is applied at the campaign level and charged as a \$1 CPM on ad groups with a custom audience.