

Cross-Device Targeting

Your audience is on multiple devices, so why not your ads, too? Cross-device targeting is the use of data to expand your custom audience and reach the same consumers across all their devices. This tactic increases the amount of biddable inventory for your audience in programmatic auctions, expands your reporting to see all tactics that contributed to a conversion, and creates a more holistic advertising campaign for your end consumers.



WHAT'S CROSS-DEVICE TARGETING?

Cross-device targeting matches your custom audience on other devices to unlock added inventory when enabled at the campaign-level with an added CPM. You also receive expanded conversion tracking across all ad groups.

HOW IT WORKS

Choozle's cross-device targeting empowers you to find consumers on their desktop, mobile, and tablet devices and ensures you know when a customer converts on a secondary device. Our cross-device targeting also empowers you to find your first and third-party data audiences on their additional devices and expand the inventory available for your digital advertising campaigns.

This tactic is powered by our identity resolution partners who provide privacy-safe identity graphs containing anonymized user data. These identity graphs help you match target users from your custom audience to all other devices they use.



NOTES & BEST PRACTICES

- Enabling cross-device targeting will incur an additional 1.00 CPM for ad groups with custom audiences but can run between \$0.50 and \$1.20.
- Cross-device conversion reporting is powered by the Choozle Smart Container Tag. Place the Smart Container Tag before enabling conversion tracking.
- Apply cross-device targeting to campaigns whose ad groups contain smaller audiences, i.e., specific third-party data segments, retargeting, CRM audiences, or geoframes.
- If using third-party reporting, check if your provider will account for cross-device conversions.
- Once cross-device targeting is enabled, your conversion reporting will take cross-device conversions into account, and you may see a reporting discrepancy with your third-party reporting partner.

