BUCKLE UP FOR CAMPAIGN TAKEOFF

Keep this guide nearby so that next time you're launching a new campaign you can stay on-track and on-target.

Step one
EXPLORE

Choozle newbies

- Complete the **Choozle 101, Basics of Programmatic Advertising**, and **Pre-launch Checklist** courses in Choozle Academy.
- Add the Choozle Smart Container Tag to the header of your website. It'll take a few weeks to collect enough profiles for an effective retargeting campaign, so hang tight!

Seasoned pros

- Look at past campaigns to gather historical data about which creatives, messages, landing page types, targeting strategies, call to actions, etc., have worked well in the past.

Step two
EXECUTE

Choozle newbies

- Schedule your campaign setup call with our Client Experience team to ensure you have everything you need to create successful campaigns.
- Also, refer to our **CPM cheatsheet** for **goals, costs, and best practices** for your campaign.

Seasoned pros

- Make sure your creative(s) and any advanced custom targeting tactics are ready to go!
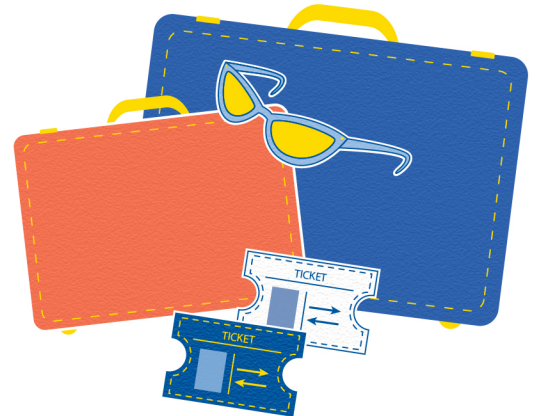
Step three
OPTIMIZE

Choozle newbies

- Complete the Optimizing the Campaign course in Choozle Academy to get familiar with what types of optimizations can be made.
- After seven days, make the optimizations to your new campaign, and check for further optimizations around once per week for the duration of the campaign.

Seasoned pros

- If you've run a campaign similar to the current one, take a look back to see what optimizations were made and why. Make some of these optimizations throughout the campaign flight.
- Alternatively, if you're unsure of how to optimize for a tactic you've never used before, our Client Experience team is here to help you.

Step four
TRACK

Detailed, **transparent reporting** helps your team optimize quickly and set the course for successful campaigns.