choozle

Custom Data Solutions: Site Conquesting

Target users searching your competitors' keywords and branded terms with site conquesting. Offered as a Custom Audience Solution within our Supported Solutions, Choozle leverages our specialized data partner, Dstillery, to create a custom data audience that includes a modeled audience of people that have searched or visited your competitors' websites.

What's Site Conquesting?

Site conquesting is a competitive targeting tactic that uses the behavior of a user profile interested in your competitor's products or services to then reach them with digital advertising.

How It Works

Choozle partners with Dstillery to create segments based on behaviors that can be used to power site conquesting. Site conquesting can target users who may not have visited your specific site before but have been browsing similar competitor websites.

For example, through our partner Dstillery, we can create a custom audience for a B2C brand of people who regularly visit West Elm, Crate and Barrel, and World Market.

To build site conquesting segments, Dstillery analyzes over 10 million attributes of the consumers they see visiting competing websites. Attributes include websites visited, apps used, and locations visited. The attributes that index highest for these consumers are placed into an AI model, which then finds new devices that share those attributes. The creation of a custom audience using site conquesting is subject to a minimum of one million impressions per month.

Notes & Best Practices

- Site conquesting is part of Choozle's Supported Solutions and available with minimum spend requirement. These tactics can be implemented with the help of our account management team. Reach out to us to learn more.
- The creation of a custom audience using site conquesting is subject to a minimum of one million impressions per month.
- Allow 48 to 72 hours for the creation of a custom audience.
- Limit additional targeting when you can. We recommend these segments as standalone strategies when possible.