## Connecting Campaign Goals and Tactics

What goals do you want to accomplish, and what tactics should you use to get there? Use this mix & match guide to select the right strategies for your digital advertising campaign objectives.

### Start by Setting Campaign Parameters.

- **BUDGET:** Set a monthly budget.
- **PRIMARY GOAL:** Reach (awareness), CPC or CTR (engagement), or CPA (conversion).
- **FLIGHT DATES:** Set the dates you want the campaign to run.
- **GEOLOCATION:** Set the location(s) where you want the ads to be shown.

### Next, Select Targeting Tactics and Strategies Based on Your Monthly Budget.

Knowing the monthly budget of your digital advertising campaign can help determine what tactics and strategies to use.

<table>
<thead>
<tr>
<th>Budget Range</th>
<th>Campaign Parameters</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1K–$5K</td>
<td>Choose 3 of the following: contextual, data, retargeting, contextual keyword, native.</td>
</tr>
<tr>
<td>$5K–$10K</td>
<td>Choose 3 of the following: contextual, data, retargeting, contextual keyword, native, IP, CTV, video, plus access to Choosie Supported Services.</td>
</tr>
<tr>
<td>$10K–$20K</td>
<td>Choose 5 of the following: contextual, data, retargeting, contextual keyword, native, IP, CTV, video, plus access to Choosie Strategic Services.</td>
</tr>
</tbody>
</table>

### TIP: Use the symbols on the right to determine which targeting tactics are recommended based on your primary goal.

- **A** (Awareness): contextual
- **E** (Engagement): data
- **C** (Conversion): retargeting
- **A** (Awareness): contextual keyword
- **E** (Engagement): IP
- **C** (Conversion): video

## Supporting Services

- **Choosie Supported Services:** additional targeted advertising services.
- **Choosie Strategic Services:** full-service digital advertising solutions.

### Digital Advertising Made Easy

1. Learn more at chooze.com
2. Access Choosie’s extensive library of resources, including how-to articles, webinars, and expert interviews.
3. Get personalized guidance from our team of digital advertising experts.

---

**Choosie**

Revolutionizing Digital Advertising

[Learn more at chooze.com](http://chooze.com)