

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.

\$1K–\$5K

choose 2 of the following:

• contextual

• data

• retargeting

• contextual keyword

• native

\$5K–\$10K

choose 3–4 of the following:

• contextual

• data

• retargeting

• contextual keyword

• native

• IP

• CRM

• video

• plus access to **Choozle Supported Services**

\$10K–\$20K

choose 5–6 of the following:

• contextual

• data

• retargeting

• contextual keyword

• native

• IP

• CRM

• video

• plus access to **Choozle Strategic Services**

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

A

AWARENESS

E

ENGAGEMENT

C

CONVERSION

A E C

CONTEXTUAL

Reach your audience while they're viewing related content, targeting by category or site.

A E C

DATA

Use third-party data to target demographic, psychographic, interest and purchase behavior characteristics.

E C

RETARGETING

Reengage previous website traffic throughout the customer lifecycle.

A E C

CONTEXTUAL KEYWORD

Target specific websites which contain certain keywords or key phrases most relevant to your brand.

A E C

NATIVE

Fit branded messages seamlessly within their surrounding environment, engaging audiences with relevant content.

A E C

IP

Target users who have been seen at certain IP addresses.

A E C

CRM

Upload emails and/or phone numbers to target customers from your CRM database through digital advertising campaigns.

A E

VIDEO

Reach customers in-app, in-stream, and in-banner with this dynamic format.