

Case Study

Identifying purchase intent can be essential for a successful marketing strategy. A national consumer electronics brand leveraged Choozle to drive success by layering custom third-party data audiences and competitor conquering with device targeting to reach consumers actively in-market for a new cell phone.

The Objective

- Accurately target consumers with purchase intent
- Conquest against major competitors
- Achieve a \$15 cost-per-acquisition (CPA)

The Solution

A national consumer electronics brand wanted to drive highly qualified leads to its website through targeted digital marketing. Using the Choozle platform, they set up a campaign that used various targeting strategies to target consumers with purchase intent.

Custom third-party data audiences were created from Cross Pixel and AddThis to reach consumers who were actively searching for information on cell phones from their competitors or consumers identified as “brand loyalists” but who own an older model. These audiences were used in conjunction with device make/model targeting, OS targeting (Android vs. iPhone), and cross-device targeting to hone in on highly qualified leads.

Within the first two weeks of the campaign, they optimized their campaign to achieve a \$10 CPA. By the end of the campaign, the national consumer electronics brand achieved a 33 percent lower CPA than its target CPA of \$15 and drove measurable revenue growth through its digital advertising strategy.

Key Results

33%
lower CPA
compared to
the goal

Achieved a
\$10 CPA