

Case Study

Hill Aevium partnered with Choozle to bring ad buying in-house, and to expand their digital media execution services for multiple clients. Using Choozle's self-serve platform afforded them flexibility, control, efficiency, and price transparency.

The Objective

- Improve cost metrics relative to black box programmatic solutions
- Drive sales and online traffic for three tourist destinations
- Gain an understanding of programmatic advertising, campaign setup, and optimization
- Retain and grow digital advertising budgets across new and existing clients

The Solution

Hill Aevium leveraged Choozle's self-serve platform to manage digital advertising campaigns for their customers. Through mastering the Choozle platform and with support from Choozle's Client Experience team, Hill Aevium successfully expanded their offerings to create a more comprehensive digital marketing package for their clients. Hill Aevium set up and optimized more than 30 campaigns across three advertiser accounts. Utilizing multiple targeting options, Hill Aevium drove measurable engagement across each campaign in the form of traffic to the advertiser's site for awareness and conversions, through event registrations and product purchases.

Hill Aevium utilized Choozle's conversion tracking feature to re-engage and track customers throughout the acquisition funnel. Powered by 65 leading data companies, Hill Aevium employed Choozle's data catalog to target consumers based on verifiable purchase behavior or interest-based data segments. The transparency of Choozle's platform allowed Hill Aevium to monitor each campaign's progress, make optimizations in real-time, and quickly create mid-flight and post-campaign reporting for their clients. These tools enabled Hill Aevium to raise client retention while gaining larger digital advertising budgets by consistently surpassing campaign KPIs.

Key Results

**33 campaigns
set up and
optimized**
(across 3 managed
advertiser accounts)

\$3.96
average
campaign CPM
(including retargeting
& data targeting costs)

.117%
average click-
through rate

\$93.80
average cost-per-
acquisition for high-
value products