

Transitioning your digital advertising program to a new platform can be overwhelming. This is why we created the Ramp Package to help you get up and running quickly with our team of experts.

We'll design a package around your unique business and digital advertising goals. Through our three-month partnership, we'll transition you and your team from a managed to fully self-serve operation. Regardless of where you are in the journey, the complexity of your team, or how quickly you're ready to make changes, we'll partner with you to find the right approach.

## **\$10K/month with 12 month contract**

Our standard package is based on years of delivering outstanding customer experiences and successful implementation across thousands of partners. We've developed a tried and proven multi-phased approach for enabling teams to take digital advertising in-house regardless of their complexity.

### **Month 1: Managed**

- Build out of platform and campaigns
- Management of campaigns while- training your team
- Waived campaign-management fee
- Weekly meeting for training and setup

### **Month 2: Co-managed**

- Enabling your team with tools and knowledge
- Campaigns built out by your team with guidance from the Choozle team
- Weekly meetings to learn about optimization and reporting

### **Month 3: Self-serve**

- Your team takes over the account, becoming fully self-serve
- Side-by-side campaign setup and optimization assistance
- Continued training on advanced optimizations and tactics

### **Ongoing**

- Recurring meetings set up to fit your needs
- Quarterly business review
- Ongoing support of active and future campaigns

*"I definitely feel like I've been listened to as part of this journey, and we all see our relationship with Choozle as a strategic partnership rather than just a business buying products off another business."*

Ryan Braswell, Marketing Manager at Dean Boyd

Completion date: \_\_\_\_\_

## Month 1: Managed

### Introduction & Build Out

#### On your own

- Create a Choozle account » *5min*
- Place the Smart Container Tag » *10-30min*
- Outline account requirements and details for the campaign(s) » *10-30min*
- Share all campaign assets with the Choozle team » *20min*
  - Conversion URLs       Creative assets
  - Keyword or site lists     Geolocation lists
- Take the “Choozle 101” course » *20min*

#### With Choozle

- Introduction and review of Choozle capabilities » *60min*      Scheduled: \_\_\_\_\_
- Review details and requirements for campaign(s) » *60min*      Scheduled: \_\_\_\_\_
  - Budget       Flight dates       Goals
  - Geolocation     Target audience     Targeting tactics
- Review performance of managed campaign(s) and reporting » *60min*      Scheduled: \_\_\_\_\_

#### By Choozle

- Build out of the platform and upload all campaign assets
- Deliver managed campaign proposals for your approval
- Setup and management of all managed campaign needs

Completion date: \_\_\_\_\_

## Month 2: Co-managed

### Activation

#### On your own

- Identify the platform operators
- Identify a co-managed campaign(s) » *30min*
- Take the “Pre-launch Checklist” course » *30min*
- Take the “Optimizing the Campaign” course » *20min*

#### With Choozle

- |   |                  |
|---|------------------|
| <input type="radio"/> Set up co-managed campaign(s) » <i>60min</i>                                | Scheduled: _____ |
| <input type="radio"/> Learn optimization best practices for co-managed campaign(s) » <i>60min</i> | Scheduled: _____ |
| <input type="radio"/> Analyze co-managed campaign(s) performance » <i>60min</i>                   | Scheduled: _____ |

#### By Choozle

- Deliver managed campaign proposals for your approval if needed
- Setup and management of all managed campaign needs, if needed

Completion date: \_\_\_\_\_

## Month 3: Self-serve

### Execution

#### On your own

- Monitor your Choozle campaign performance » *2-5hrs*
- Leverage the Choozle Support Center for solutions & resources

#### With Choozle

- Review optimization best practices » *60min* Scheduled: \_\_\_\_\_
- Brainstorm and build upcoming campaigns » *60min* Scheduled: \_\_\_\_\_
- Next steps and transition » *60min* Scheduled: \_\_\_\_\_

## Ongoing

### Growth

#### On your own

- Optimize campaigns utilizing best practices » *2-5hrs*
- Utilize additional training and support resources » *2-5hrs*

#### With Choozle

- Quarterly business review for training on additional platform capabilities & industry trends Scheduled: \_\_\_\_\_
- Ongoing support of active and future campaigns
- New employee training and onboarding, as needed