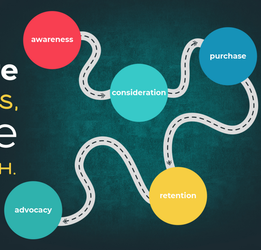
RIGHT PERSON, RIGHT PLACE, RIGHT TIME

The world as we know it today is always connected. It's never been a better time for marketers to reach the right person, at the right time, at the right place, and with the right message. Deliver a 360 consumer experience with these three tips.

MULTI-TOUCH ATTRIBUTION (MTA)

Human beings are COMPLEX INDIVIDUALS, and so is the CUSTOMER JOURNEY PATH.



Although you know YOUR IDEAL CUSTOMER **better than anyone,** THERE'S NO WAY TO KNOW EXACTLY WHICH COMBINATION of creative, landing page, call-to-action, offer, etc. WILL DRIVE CONVERSIONS IN JUST ONE STEP.

Combine display with OTHER COORDINATED, PERSONALIZED TOUCHPOINTS throughout the funnel.

GATHER DATA FROM MULTIPLE SOURCES

Too often, marketers make the mistake of ONLY LOOKING AT ONE DATA SOURCE **to determine their strategies.**

For example, Google analytics (GA), **while valuable,** can't possible give you A WELL-ROUNDED ANALYTICAL VIEW of your entire digital marketing plan.

Combine your CHOOZLE INSIGHTS with GA, social, overall business, AND OTHER METRICS specific to your strategies TO GAIN THE BEST VIEW **of what's working** and what's not.

EMBRACE MULTI-SCREEN & OOH OPPORTUNITIES

Although still up-and-coming, things like connected TV, voice, and programmatic audio ads are WORTH THE EXPLORATION.

If it means you'll be able to deliver RELEVANT AND TIMELY ADS to your target market, it might be WORTH THE EXTRA MEDIA SPEND **to test them out.**

This will ensure you're MEETING YOUR TARGET'S UNIQUE NEEDS AND EXPECTATIONS **both on and off-screen.**