

Case Study

Sock 101 partnered with Choozle to execute targeted digital marketing campaigns, to scale new customer acquisition without exhausting their entire marketing budget.

The Objective

- Drive *Sock of the Month* membership
- Decrease current cost-per-acquisition
- Become acquainted with programmatic media strategies and execution

The Solution

Choozle placed a Smart Container Tag on the Sock 101 website, which enabled the collection and organization of detailed consumer insights, including purchasing habits.

Choozle's Client Experience team worked closely with Sock 101 to identify targetable audiences likely to convert into Sock 101 customers. Equipped with a mix of broad, granular, and retargetable audiences, Sock 101 ran display and Facebook Exchange campaigns against a modest budget.

Key Results

53% increase
in daily
ecommerce sales
(in the first 3 weeks
of the campaign)

20% increase
in site visitors and
page views

2x new
monthly
Sock of the Month
subscribers

9% decrease
in bounce rate on
website

"Choozle's platform made it simple and easy to execute our digital marketing efforts. These RTB campaigns have been instrumental in driving our growth."

–Lea Bailes, Co-founder, Sock 101