



## Case Study

Digital Niche partnered with Choozle to drive engagement and increase fundraising to Vela Bikes' Kickstarter campaign.

### The Objective

- Drive traffic to Vela Bikes' website
- Engage with audience through higher clicks and CTRs
- Become acquainted with the programmatic media strategies, space, and execution via the Choozle platform

### The Solution

Vela Bikes worked with Choozle to drive more traffic to their website and increase user engagement. By building a custom audience using Choozle's platform, Vela Bikes was able to target the right audience for their brand.

Contextual targeting was the primary tactic used during their multiple campaigns, which would give Vela Bikes the opportunity to target individuals with similar identities to their brand DNA.

After their first campaign flight, Vela Bikes looked to get even higher impressions and clicks than before. Working directly with the Client Experience team proved to be a valuable experience for the Vela Bikes campaign, as clicks and impressions grew by over 450% and 550% respectively.

### Key Results

**477%**  
**increase in clicks**  
(from first to second  
campaign flight)

**41% CTR**  
**throughout the  
campaign**  
(click-through rate)

**2.2K**  
**total website clicks**

**566K**  
**total impressions**

**558%**  
**increase in  
impressions**  
(from first to second  
campaign flight)