

Case Study

With the power of Choozle's insights-driven platform, YouConnex Digital Agency was empowered to capture scalable value for its clients and their agency with programmatic media buying.

The Objective

- Capture digital media budgets for their clients and scale their digital offerings
- Manage multiple clients and their digital campaigns in a single platform
- Master programmatic media buying for their clients with ease

The Solution

YouConnex Digital Agency was looking for a solution to capture additional media budget for their clients as well as for new clients. The team at YouConnex was using too many media buying platforms and with too many disconnected systems and workflows. They wanted a single media buying platform that would help them scale their business. They sought to simplify tasks such as campaign creation, ad trafficking, and campaign billing.

YouConnex partnered with Choozle to not only implement a comprehensive media buying solution but also get training and implement processes that met the current and future needs of the agency. Through the training and implementation, YouConnex has been able to produce positive results for all their clients with a 13 percent average click-through rate and a \$4.42 average CPM across all targeting strategies.

Key Results

2+
new clients
within the first six
months

\$100K
increase in
monthly billings
for the agency

15+
average campaigns
a month in the
Choozle platform

"Choozle put us on par with the biggest digital agencies by allowing us to efficiently reach our client's targets, spanning everything from luxury auto buyers to travel intenders to jewelry shoppers, using audience segments from leading 3rd party data providers. Implementing and optimizing campaigns in Choozle was the simplest part of the digital media planning, buying and reporting process."

-Sean Halter, CEO, YouConnex