

## Case Study

DeltaXML, a **software solutions company**, sought to investigate additional digital advertising channels to broaden their digital advertising strategy with the help of Choozle. Expanding into a wider inventory base provided by Choozle, the DeltaXML team engaged their target demographic, chiefly those who may not be actively searching for their products, while promoting the DeltaXML visual identity, helping to convey and elevate their brand.

### The Objective

- Broaden viewer audience
- Drive traffic from new viewer audience
- Promote brand identity and product awareness
- Target inventory with key technical references

### The Solution

Initially, the DeltaXML team created audiences with a wide range of segments available in Choozle to match their target market. They then quickly refined those segments through an iterative process to find the closest match. Similarly, their initial selection of categories was broad and later refined with keyword lists to limit showing their ads alongside specific content. DeltaXML defined those keywords to be relevant to their product features, standards, processes, as well as competitor products. For example, keywords for 'comparing XML' is the use case for their product, 'AIML' would be a standard their product can process, and 'Machine Learning' is an industry buzzword that would be relevant. The DeltaXML team created additional keyword lists to suit each product and assigned the appropriate list to the assets being used to advertise each respective product.

Creative assets, tagged with UTM campaign codes, directed traffic to DeltaXML's existing product pages, including their key calls to action. The ads delivered 4x more unique traffic than organic search and represented their target personas. Choozle generated traffic that produced similar page and session engagement as AdWords traffic, which overturned expectations of brand awareness targeting being less effective than visitors who are actively seeking results from searching and clicking on PPC ads.

The DeltaXML team continues to expand their marketing with Choozle for all products to increase the footfall of additional 'new' visitors to the website. The contextual keyword targeting of niche content allows DeltaXML to carefully surface their ads on pages with relevant content for our target audience. Choozle has become an integral partner in DeltaXML's digital advertising strategy.

### Key Results

**99%**

new visitors  
(16.5% of new website traffic)

**3%**

additional  
overall traffic

**\$1.41**

cost per new  
visitor