

Case Study

McCulloch+Company, an Atlanta-based advertising media services agency, onboarded Choozle as their in-house trading desk platform to help with a high volume of B2C and B2B digital activity.

The Objective

- Start managing majority of programmatic marketing in-house
- Become better able to manage client conversion activity and metrics
- Expand digital capabilities that provide a tangible advantage, better results, and campaign accountability for clients

The Solution

McCulloch+Company needed a data-service platform (DSP) that was intuitive, flexible, and nimble.

From contract to campaign, McCulloch was up to speed in the Choozle platform within just a few weeks, giving their team a quick and effective handle on their client accounts and campaigns.

Key Results

**68% YoY lift
in CTR**

The increase in click-through rate was a direct result from the Choozle platform

.134% CTR

The click-through rate increased by 0.08%

*“Our hope was that Choozle would give us expanded digital capabilities that provide a **tangible advantage** for our clients. Choozle has not disappointed. Our clients have benefitted from **better results** and more campaign accountability.”*

–Jeff Jones, Director of Media Services, McCulloch+Company