

Sock 101 partnered with Choozle to execute targeted digital marketing campaigns with a goal 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 Tag Container on the Sock101 website which enabled the collection and organization of detailed consumer insights, including purchasing habits. Choozle’s Client Success 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.

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

