

# Lookalike Modeling

Put your first-party data to work to enlarge the reach of your campaigns and find new customers. With lookalike modeling, you can reach new people who are likely to be interested in your product or service because they're similar to your top customers. Lookalike modeling takes your best asset and scales it, making it an extremely powerful and efficient advertising tool.

## WHAT'S LOOKALIKE MODELING?

Lookalike modeling takes a seed audience and uses it to model a broader audience with similar traits and behaviors.

## HOW IT WORKS

Taking a high-performing first-party data set or custom audience, our data partners can model the user profiles of a given audience and find data segments that contain similar user profiles. To create a lookalike audience for your campaign, reach out to the Choozle team with details of the custom audience you'd like to model the lookalike audience after, the name of the advertiser account, and the campaign details including the total budget, flight dates, goals, geolocation, and KPIs.



### Best Practices

- Lookalike modeling is a part of Choozle's Supported Solutions and can be implemented with the help of our Client Experience team. Reach out to us to learn more.
- Allow 10-15 business days for custom audiences to be created.
- Pixels or CRM lists need to have approximately 30,000-40,000 uniques in order to run a lookalike model.
- Test different providers to give your campaigns more reach on specific data segments.