

Case Study

Prior to the launch of their website, Fantasy Picks partnered with Choozle to gather insights on who is visiting their website to enhance the targeting of their digital marketing campaigns.

The Objective

- Gather insight on website visitors to inform digital marketing campaigns
- Drive brand awareness and traffic to Fantasy Picks' newly launched website
- Ultimately drive subscription conversions

The Solution

Choozle placed the Smart Container Tag on Fantasy Picks website, which enabled the collection and organization of detailed consumer insights. The insights provided helped to identify targetable audiences likely to convert into Fantasy Picks customers. Equipped with several target audiences, including both analytical and researched audiences, Fantasy Picks ran a national display campaign to drive traffic to their newly launched website.

"Choozle was able to give the needed insight to who are our customers. After finding out that 57% of website visitors are female we were able to create digital marketing campaigns that are targeted specifically to them."

-Travis Spieth, Founder

Key Results

57% of website visitors were women

60% increase in site visitors after implementing a campaign targeting women

.2% CTR
(click-through rate)

\$0.47
cost-per-acquisition

70% increase in email subscribers
(in the first two weeks)