

## Case Study

As shopper behavior shifts, Magic, a performance marketing agency, needed data-driven targeting strategies to increase sales for their CPG client, Fat Snax. By using Choozle to diversify & complete their full-funnel approach, Magic could increase Fat Snax's return on ad spend and reach niche, health-conscious shoppers.

### The Objective

- Reach niche, health-conscious shoppers online at the right moment
- Engage the user throughout the buying process by leveraging a variety of tactics
- Increase their market share & drive purchases

### The Solution

Shopper behaviors have shifted as they look for brands that offer convenience as well as brands that appeal to them through storytelling. This change allowed challenger brands, like Fat Snax, to increase their market share and drive purchases in a crowded space.

Magic used a full-funnel digital advertising approach to increase purchases for Fat Snax. Using Choozle, they were able to reach health-conscious shoppers throughout their buying process. To ensure they engaged their audience at each step of the funnel, they combined top-of-the-funnel targeting tactics from discovery platforms with lower-funnel, direct-response tactics available in Choozle like CRM targeting and retargeting.

As a result, the Magic team saw a 3.4x increase in return on ad spend (RoAS) for Fat Snax within the first two-months of using Choozle.

### Key Results

**3.4x**  
increase in  
RoAS

**Grew Fat  
Snax's market  
share & drove  
purchases**