

Case Study

Havenly, a virtual interior decorating service and direct-to-consumer brand, gives clients approachable and affordable access to custom visual designs. Havenly's platform connects clients with online interior designers to create curated spaces for their homes.

The Objective

- Leverage a full-funnel targeting approach to increase sales & return on ad spend, and lower cost per acquisition through self-service display campaigns using the Choozle platform

The Solution

Havenly switched to self-serve digital advertising to gain control over the strategy of their display campaigns. The media team at Havenly had a clear target audience in mind and how to reach them at different stages of their customer journey, allowing for greater granularity in their targeting and acquisition channels.

Each step of the sales funnel is highlighted by implementing three separate targeting tactics: Oracle custom data segments (top funnel), Connected TV (mid-funnel), and retargeting (bottom funnel). Since implementing Choozle and utilizing this holistic approach, the team at Havenly has seen a revenue increase of 8 percent month-over-month (MoM).

"Choozle has allowed us unprecedented transparency into our programmatic delivery. It has enabled a seamless transition from managed services to in-house thanks to an intuitive, yet powerful and robust platform.

–Matt Erley, VP of Growth, Havenly

Key Results

8%

increase in revenue

\$13.36

average cost per acquisition

6.2x

average return on ad spend
(versus 2.3x ROAS for fully-managed campaigns)

32%

increase in conversion
rate MoM

33%

increase in session
duration MoM