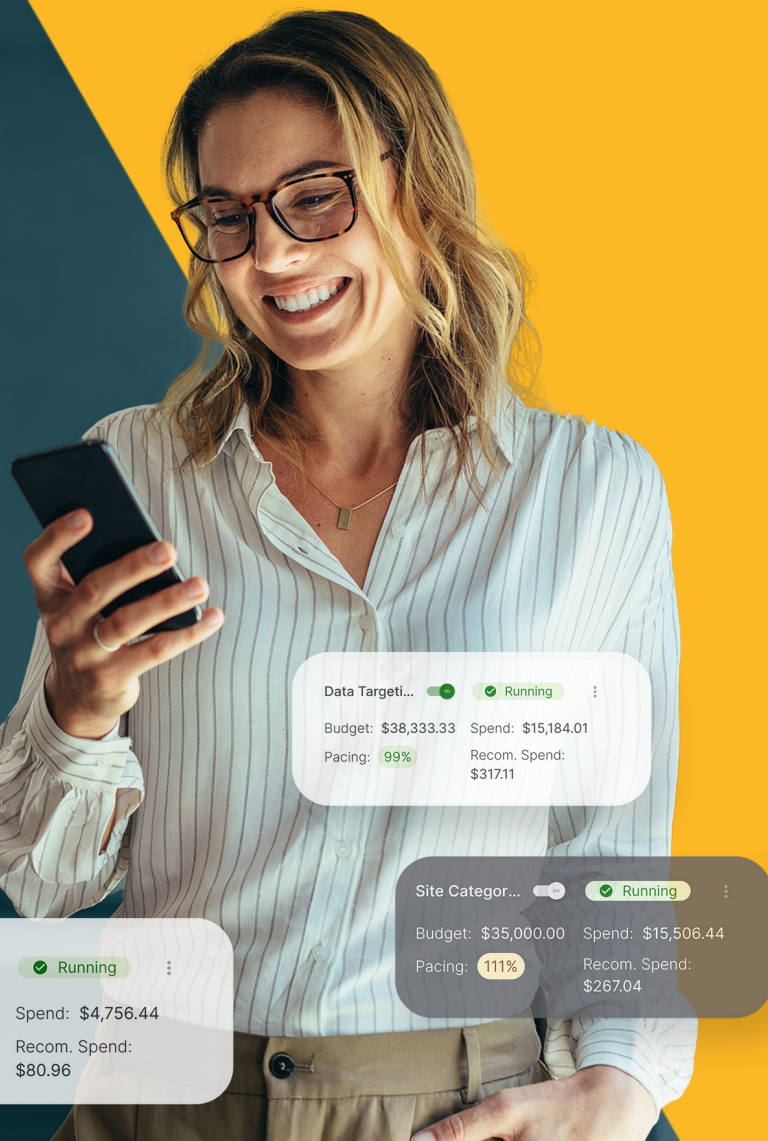


Digital Advertising Made Easy[®]

Choozle is an omnichannel digital advertising platform – and strategic partner that helps advertisers and agencies navigate the modern media landscape with confidence. Detailed consumer data fuels strategic planning and precision media buying.

We're on a mission to propel brands into the spotlight, connecting them with their target audience across diverse media and channels. Choozle seamlessly consolidates a suite of digital advertising tools – from a demand-side and data management platform to smart tag management – all unified within a user-friendly platform and augmented by our media experts.

We're on a mission to transform how agencies and businesses grow with unparalleled access to the best advertising and marketing solutions.



Overview packet

Choozle provides a digital advertising software platform, utilizing detailed consumer data to fuel programmatic campaigns across various mediums including display, video, mobile, and connected TV. Experience the convenience of managing everything from a single, intuitive interface. Whether you prefer self-service or managed service options, we provide flexible support tiers to suit your needs.

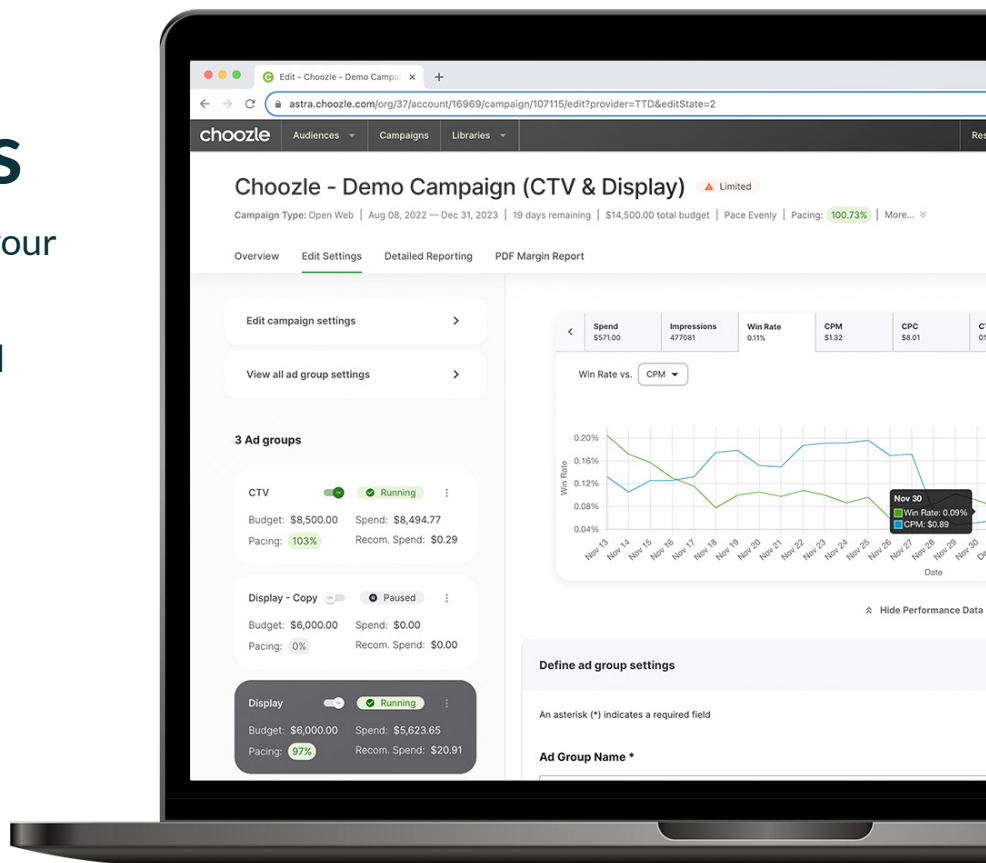
970.744.3340

sales@choozle.com

privacy@choozle.com

Ways to Work with Us

Think of us as an extension of your team. Explore our solutions to streamline your campaigns and achieve your advertising goals.



SELF-SERVICE

With Choozle's self-service option, you fully plan, execute, and optimize your campaigns within our platform. There's a minimum media spend requirement of \$15,000 over a 90-day period, but you'll enjoy unlimited advertiser accounts and access to our training resources. Plus, there's no contract commitment required, giving you the flexibility to adjust your strategy as needed.

MANAGED SERVICE

Choozle's managed service offering takes the reins of campaign management within our platform, allowing you to focus on your business. With a minimum media spend requirement of \$10,000 per month, you'll have a dedicated account manager handling proposal creation, strategic advising, and campaign optimization. A management fee applies for access to our expert team and resources.

SUPPORTED SOLUTIONS

With Choozle's supported solutions, you can access robust targeting capabilities to scale and expand your campaigns effectively. Our Account Management team assists in implementing various tactics available to our partners, ensuring your campaigns are optimized for success.

What We Offer

We connect mid-market agencies and brands with premium inventory, advanced audience data, and targeting tactics. With expertise from the Choozle team guiding campaign execution across programmatic, search, and extended supported solutions.

• OUR PLATFORM

Quickly manage and optimize multiple advertisers and programmatic ad campaigns, no matter your campaign goals. Our easy-to-use, feature-rich digital advertising software lets you plan and execute campaigns efficiently and easily.

• MEDIA STRATEGY

Crafting a targeted media strategy is essential for effective advertising. At Choozle, we work closely with you to develop strategies aligned with your goals and audience, leveraging the right channels, messaging, and timing for maximum impact.

• OMNICHANNEL STRATEGY & EXECUTION

In today's digital landscape, reaching consumers across multiple channels is key. Choozle specializes in omnichannel strategy, ensuring your brand maintains a consistent presence across various touchpoints to engage audiences and drive results.

• RETAIL MEDIA

Maximize your brand's visibility in the evolving retail landscape with Choozle's expertise in retail media. From partnerships with e-commerce platforms to targeted advertising based on shopping behavior, we help you reach shoppers at the point of purchase and drive sales.

• SUPPORT SQUAD

Get personalized support from our dedicated Support Squad at Choozle. Whether you need help setting up campaigns or troubleshooting technical issues, our knowledgeable team is here to assist you every step of the way.

Account Features & Additional Resources

Get started on your way to success by setting up your account and learning the tools available within the Choozle platform.

ACCOUNT FEATURES



Smart Container Tag

With the Choozle Smart Container Tag, you can effortlessly track conversions and converted users, explore adata visualization of your website traffic, and identify website visitors so you can retarget them later.



Conversion Tracking

Conversion tracking measures how well your campaign is driving target users to take the desired action, e.g., subscribing to your email newsletter, purchasing your product, or creating an account.



Reporting

With API, dashboard, and detailed reporting, you have a view into performance at every level of the campaign.

ADDITIONAL RESOURCES



Onboarding Checklist



Creative Specifications



CPM Cheat Sheet



The Choozle Ecosystem

Our platform connects to premium DSPs, giving you access to the best programmatic services to maximize your budget and impact.

PROGRAMMATIC & CTV DSPS

amazon SAMSUNG SIMPLIFI theTradeDesk xandr

RETAIL MEDIA

Walgreens Albertsons DOLLAR GENERAL Kroger meijer
Walmart Connect instacart Fanatics amazon TARGET

SOCIAL MEDIA

TikTok facebook Instagram LinkedIn Pinterest

CRM ONBOARDING

/LiveRamp

DIRECT MAIL

IWCO

SEARCH

yahoo! b Google

CTV REACH

VUDU PlayStation. Roku vimeo NETFLIX firetv COMEDY CENTRAL
prime video androidtv apple tv chromecast Discovery YouTubeTV XBOX
ESPN Disney+ fubo TV FX+ HBO NOW hulu tubi
pluto tv PlayStation.Vue Samsung SMART TV SHOWTIME sling

Channels

Whether your goal is to build brand awareness and gather impressions at the top of the funnel or to drive leads, conversions, and revenue further down, we equip you to confidently navigate the complexities of digital advertising.

PROGRAMMATIC



Display



Connected
TV



Video



Audio



Native



DOOH

SEARCH



Google Ads



Meta



LinkedIn



TikTok



YouTube



Pinterest

Core Tactics & Solutions

Access powerful targeting tools to effortlessly scale and enhance your campaigns. Choozle offers detailed audience segmentation and advanced retargeting to boost your digital advertising effectiveness, supported by expert guidance.



Data Targeting



Retargeting



Viewability



Contextual
Keyword
Targeting



Contextual
Category
Targeting



CRM
Onboarding &
Targeting



Cross-Device
Targeting



Brand Safety &
Fraud Prevention



IP Address
Targeting



Account-Based
Marketing



Private
Marketplace



Email
Newsletter
Advertising



Site Targeting

SUPPORTED SOLUTIONS

- Amazon Prime Video
- Custom Data Solutions
 - Lookalike Modeling
 - Site Conquesting
 - Search Retargeting
- Geofencing & Geoframing
- Language Browser Targeting
- Dynamic Passback Tracking
- Device ID Targeting
- YouTube Advertising
- Offline Attribution
- Creative Services



Verticals

Explore the impact of Choozle's customized strategies across various industries, from automotive and travel to politics and beyond. Leveraging our advanced capabilities and expert guidance to craft tailored strategies that yield powerful results.

AUTOMOTIVE



CPG: FOOD & DRINK



HEALTH & FITNESS



HOME & GARDEN



NON PROFIT



LEGAL



TRAVEL & TOURISM



EDUCATION

Our Clients & Awards

Collaborating with thriving agencies and brands is our forte. Check out some impressive work we've accomplished with our clients.

[View Our Success Stories](#)

OUR CLIENT

Creighton
UNIVERSITY



SCHNEIDER

DEALER.COM



American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™

Beth Israel Lahey Health
Exeter Hospital



ibotta

IDAHO
visitidaho.org



Save the Children

nulo

PIZZA
PAPA JOHN'S

Schnucks

WIZARDS
OF THE COAST

SNOWJOE

Whirlpool
CORPORATION

HAVENLY

OUR AWARDS

