Overview

Packet

Choozle provides a digital advertising software platform that leverages detailed consumer data to power programmatic advertising campaigns across display, video, mobile and other mediums—all from a single, intuitive interface.

Digital Advertising Made Easy®
No contracts. No minimums.

Digital advertising freedom for all.

**Campaigns**
Take back control of your marketing with our independent, self-service digital advertising software. Built for brands, agencies and publishers.

**Add-Ons**
Get the extra tools you need to scale your campaigns. Add-on items include Web Insights, CRM Onboarding, and custom white labeling.

**Data & Analytics**
Deliver effective programmatic advertising campaigns with insights gathered from all types of data sources. Optimize fast with real-time reporting.

**Personal Support & Online Learning**
While we’re in ad tech, we believe in putting the human touch back into marketing. Talk to our expert team for guidance and get up to speed with our online educational tools.

“Choozle has given our agency expanded digital capabilities that provide a tangible advantage for our clients. Our clients have benefited from better results and more campaign accountability.”

Jeff Jones
Director of Media Services
McCulloch + Company

“The platform is easy to navigate, intuitive, and offers just about everything we could want in a DSP. With so many DSPs to choose from, we liked Choozle’s platform because it felt right for small to mid-size agencies.”

Matthew Gibbons
Director of Digital Marketing
inSegment

All the essentials in one price.

- Unlimited advertiser accounts
- Campaign planning & setup
- Campaign dashboard reporting
- Access to 60-plus premium third-party data providers
- Personal support & online learning
- Supported Solutions

*$99 monthly subscription*
With no minimum ad spend.

Learn more at choozle.com
With the Choozle Smart Container Tag, you can effortlessly track conversions and converted users, explore a data visualization of your website traffic, and identify website visitors so you can retarget them later.

What’s the Smart Container Tag?
A time-saving code snippet added to the universal header of your website that captures data about your website visitors’ online activity. The tag tracks conversions, gathers audience insights, and collects user pools for retargeting campaigns.

How It Works

1. When you sign up for Choozle, a unique code snippet is created for each individual account.
2. Get your code snippet on the Choozle Account Overview page or in Manage My Sites.
3. The code snippet only needs to be placed once in the universal header of your website. After that, the tag automatically tracks conversions, which can be created and applied to your campaigns in the Conversion Library, and collects user profiles for all pages where the tag is placed, saving you time and resources.

Campaign Conversions
Using the Choozle Smart Container Tag, you can automatically track conversion events driven by your digital advertising campaign. Conversion tracking is any event that leads to another URL or page where the Smart Container Tag is placed. Up to five different conversion events can be used for each campaign. You can use conversion events across different campaigns.

Conversion Library
Create and apply conversion events for your digital advertising campaigns in the Conversion Library. Tracked by the Choozle Smart Container Tag, saved conversions are available for use in your Choozle campaigns. You can use the same conversion in multiple campaigns. Up to five different conversion events can be used for each campaign.

Notes & Best Practices
- The Choozle Smart Container Tag is compatible with other tag management solutions.
- The tag provides tracking for all active campaigns on your account.
- The code snippet only needs to be placed once in the universal header of your website.
With Web Insights, you can identify your most valuable users, i.e., the ones who are most likely to convert. Unlock hundreds of data points about your website traffic, including information on your consumer’s buying behavior, lifestyle, financial, and media consumption.

**What’s Web Insights?**
An add-on product that visualizes your website traffic and reveals your most valuable users.

### How It Works

**First Party Data**
Web Insights contains aggregates of first-party data, which is information collected directly from the data of consumers visiting your website and conversion landing pages.

**Key Data Points**
See the top 10 key data points from your website traffic. View data points including the potential reach and data source for each category across demographics, purchase behavior, media consumption, financial, lifestyle, and B2B.

**Segmentation & Optimization**
Use Web Insights to segment audiences coming to your website, including product pages or conversion pages. When building custom audiences, these insights will assist you in uncovering the motivated segments of users who are most likely to take the desired action.

**Notes & Best Practices**
- For an additional $200 a month, activate a Data Package to unlock Web Insights.
- Place the **Smart Container Tag** before using Web Insights. Wait at least one week after placing the tag to view the data gathered in Web Insights.
The CPM Cheat Sheet is intended to provide a general guideline for planning and setting initial ad group bids. While the dynamic nature of programmatic media buying does not allow us to forecast CPMs, the Client Experience Team is available to help you tailor these guidelines to your campaign’s unique targeting.

**CPM Guidelines:**

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<thead>
<tr>
<th>Targeting Type</th>
<th>Display/Mobile</th>
<th>Video</th>
<th>Native</th>
<th>Audio</th>
<th>Connected TV</th>
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</thead>
<tbody>
<tr>
<td>Contextual Category /Site</td>
<td>$1–4 CPM</td>
<td>$11–$15 CPM</td>
<td>$4–$9 CPM</td>
<td>$4–$15 CPM</td>
<td>$10–$45 CPM</td>
</tr>
<tr>
<td>Broad Data Targeting (large potential reach)</td>
<td>$2–4 CPM</td>
<td>$13–$15 CPM</td>
<td>$4–$9 CPM</td>
<td>$8–$25 CPM</td>
<td>$20–$60 CPM</td>
</tr>
<tr>
<td>Niche Data Targeting (small potential reach)</td>
<td>$3–6 CPM</td>
<td>$14–$17 CPM</td>
<td>$6–$10 CPM</td>
<td>$15–$30 CPM</td>
<td>$40–$80 CPM</td>
</tr>
<tr>
<td>Retargeting</td>
<td>$3–6 CPM</td>
<td>$14–$17 CPM</td>
<td>$6–$10 CPM</td>
<td>$18–$22 CPM</td>
<td>$20–$60 CPM</td>
</tr>
<tr>
<td>Contextual Keyword</td>
<td>$3–6 CPM</td>
<td>$12–$16 CPM</td>
<td>$5–$9 CPM</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**For the Visual Learners:**

With a broad audience, the target is large and less expensive

With a more filtered audience, the smaller and more costly the end target becomes

**Notes & Best Practices**

Targeting and ad group variables may greatly impact the CPMs needed to secure inventory.

- Flight time
- Size of custom audience
- Creative assets
- Narrow geolocation or postal code targeting

Ready to launch a campaign? Leverage our [Campaign Planner Guide](#) to select targeting types that will help achieve your goal.
Digital advertising is a complex landscape. Choozle’s time-tested targeting tactics can help achieve your campaign's objectives.

**Core targeting tactics and strategies include:**

<table>
<thead>
<tr>
<th>Data Targeting</th>
<th>Retargeting</th>
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<tbody>
<tr>
<td>Contextual Category Targeting</td>
<td>Contextual Keyword Targeting</td>
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<tr>
<td>Site Targeting</td>
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<td>CRM Onboarding &amp; Targeting</td>
<td>Video</td>
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<td>Cross-device</td>
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<td>Audio Advertising</td>
<td>Private Marketplace</td>
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<tr>
<td>Connected TV</td>
<td></td>
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</tbody>
</table>
Third-party data refines the audience targeting for your digital advertising campaigns. Data targeting, which employs third-party data, allows you to build relevant and scalable custom audiences to reach your ideal customers.

What’s Data Targeting?
A tactic that lets you target based on a person’s interests, demographics, purchase behavior, and online behavior using third-party data.

How It Works

The Universal Catalog
The Universal Catalog provides access to leading third-party data partners. The Catalog’s powerful search capabilities will aid you in finding the most valuable customers for your digital advertising campaigns.

Third-party Data
Third-party data is data aggregated and curated through outside data partners. You can use this data to gain greater insight into your target audience and enlarge the reach of your campaign. Our third-party data catalog includes:
- 5 billion global IDs
- $3 trillion in annual consumer spending
- 90% of U.S. households
- 15 million domains worldwide
- 46,000+ prebuilt audiences spanning demographic, intent-based behavioral, B2B, online, offline, and purchase data
- 50 branded, market-leading data providers in ten key vertical markets within an intuitive catalog search

Data Partners
Data is gathered from trusted and validated sources to support privacy and security compliance. You’ll also have access to a data hotline to assist you with the selection of data segments based on your campaign objectives. View our partners here.

Notes & Best Practices
- Third-party data is available at an additional cost.
- Third-party data can be combined with first-party data to grow the potential reach of a custom audience or refine the audience.
Messages are more effective when repeated. When consumers are repeatedly exposed to the same ad, it raises brand awareness, which can help you better engage potential customers throughout their decision process and create retargeting campaigns.

**What’s Retargeting?**
A form of online advertising where ads are served to users who have previously interacted with your brand. Retargeting is an effective tactic to reach users interested in high-value or recurring products and for conversion campaigns.

Retargeting utilizes the user profiles captured by the Choozle Smart Container Tag.

**How It Works**

**Site Retargeting**
If you have a long customer acquisition funnel, site retargeting is an excellent way to keep in touch with users after they’ve left your website. This strategy reengages users while they’re visiting other sites across the web.

**Conversion Retargeting**
If you want to advertise related products or services to converted users, consider conversion retargeting as a cross-selling tactic.

**Creative Asset Retargeting**
With creative asset retargeting, you can target users who have engaged with one of your digital advertising campaigns.

**Notes & Best Practices**
- Since retargeting campaigns use first-party data, you can create a retargeting campaign at no additional cost, expect for the media platform fee.
- Wait at least 30 days for the Smart Container Tag to collect user profiles before launching a retargeting campaign.
- Enable cross-device targeting to your campaign for an added CPM to expand the reach and available inventory of small retargeting audiences.
Advertise on related or relevant websites your customers are visiting with contextual category targeting. With this strategy, you can bid on ad inventory on specific categories of websites and mobile apps.

**What’s Contextual Category Targeting?**
A strategy that allows you to target sites belonging to specific categories. How a website is categorized is defined by the publisher.

**How It Works**

**Available Categories**
From sports to finance, there are numerous site categories with ad inventory on which you can bid. More specific subcategories are available. For example, a subcategory for “Sports” is “Sports - College Sports.”

**Include & Exclude Categories**
You can include one or more categories to target at the ad group level of the campaign setup. You can also exclude the categories on which you don’t want to bid.

**Notes & Best Practices**
While there isn't a data CPM for contextual category targeting, you will be charged a fee for the media placement.
Contextual Keyword Targeting

With contextual keyword targeting, you can place ads on sites with content that matches your keywords and phrases to place your message where it makes sense. This strategy can help you achieve higher click-through and conversion rates.

**What’s Contextual Keyword Targeting?**
A strategy that allows you to create keyword lists to target or block based on the content of websites.

**How It Works**

1. Upload a keyword list.
2. For one campaign, we recommend uploading **20 to 40** keywords to target or block.
3. When you have a keyword list, you can make real-time edits should you need to quickly modify it.
4. When you have many keyword lists, you can sort them by date and time created or modified.

**Whitelist**
An index of preferred keywords that you wish to target based on the content of a site. Building a list of keywords or phrases where you want your ads to be shown near can be used within other ad groups as a form of contextual targeting.

**Blocklist**
An index of negative keywords that you do not want to target based on the content of a site. Building a list of keywords or phrases where you do not want your ads to be shown near can be used within other ad groups to ensure brand safety.

**Notes & Best Practices**
- Contextual keyword targeting has an additional CPM charge of **$0.42**.
- Keyword-level reporting is unavailable at this time, but performance at the segment and ad group levels will be included in all detailed reports.
Site targeting lets you serve ads on specific websites. This is a helpful strategy for targeting people based on the websites they visit.

**What is Site Targeting?**
A strategy that allows you to choose individual websites where you want your ads to appear.

**How It Works**

**Site Lists Library**
In the Site Lists Library, you can upload custom site lists, create whitelists and blocklists, and target or block specific websites where you don’t want your ads to appear.

**Whitelist**
A whitelist is an index of approved sites on which to serve ads.

**Blocklist**
A blacklist is an index of sites on which to never serve ads.

**Notes & Best Practices**
While there isn’t a data CPM for site targeting, you will be charged a fee for the media placement.
IP address targeting increases the precision and focus of your campaign’s geolocation strategies. Every computer connected to the Internet has an IP address that indicates its location—be it a residence or a business with a shared network. IP targeting uses these addresses to create effective, hyper-targeted campaigns for reaching B2C and B2B prospects.

What’s IP Targeting?

IP address targeting is the process of targeting specific places or users based on their Internet Protocol address.

How It Works

Audience Creation

When you upload an IP list, we find and match all the user IDs associated with each IP address. The user pools become available as data segments which can be used in custom audiences and ad groups. There are two ways to create an IP list:

1. Custom Lists: If uploading a custom list of IP addresses, download and fill out the template under the IP Lists library in the Libraries tool. The list will become available in **48 hours** after upload.

2. IP-sourced Lists: IP sourcing is available through the Client Experience team within the support center. For B2B targeting, provide the websites and physical addresses of the businesses you wish to target. For B2C targeting, provide the names and household addresses. Lists are sourced and generated in five to seven business days.

Notes & Best Practices

- The IP addresses you provide are considered first-party data and won’t be subject to additional costs. The costs of IP sourcing will vary by partner and is determined based on your campaign objectives and audience, but will start at **$500 per list** and an additional **$3 CPM** for usage.
- You have the option to exclude internal IP address from your campaign.
- IP addresses must be in the form of IPv4 addresses (e.g., 255.255.255.255).
First-party data is a marketer’s most valuable asset. Customer relationship management (CRM) data is a type of first-party data collected directly from consumers—say, for example, business addresses or an email list of newsletter subscribers, that can be used for CRM targeting strategies. With our CRM Onboarding tool, powered by LiveRamp, you can take your best asset and employ it in a CRM targeting strategy to re-engage your audience and retarget at scale.

**What’s CRM Onboarding?**
The CRM Onboarding tool, powered by LiveRamp, allows you to bring offline data online to uncover your most valuable users and create highly-targeted custom audiences.

**What’s CRM Targeting?**
CRM targeting allows you to activate onboarded data within a campaign to target people who are already engaged with your brand. You can also layer on additional targeting tactics like third-party data.

**How It Works**

Choozle, in partnership with LiveRamp, processes CRM records using a deterministic matching model and leveraging a user database of over 1 billion devices and 250 million unique users. This results in a high degree of confidence that user profiles in your custom audience are the unique individuals listed in your CRM list.

CRM onboarding can use a combination of the following identifiers: email addresses, postal addresses, and phone numbers. These can be both personally-identifiable or anonymous data points such as MD5 hashed files for email addresses.

1. Download the CRM template under Manage My Sites/CRM Upload.
2. Add your CRM data to the Excel sheet.
3. Upload your CRM list into the Choozle platform.
4. Once the CRM list shows the status of “Completed,” you can create a custom audience.
5. Use the CRM data to create a first-party custom audience for targeting within the Audiences tool under the “CRM List” navigation.
6. Add the custom audience to an ad group in your campaign.
Notes & Best Practices

- To unlock CRM Onboarding, activate a Data Package. At the end of each month, you'll be charged a $1 CPM for any uploaded records within that month.
- To ensure privacy compliance, we require that at least 100 records with the same identifier are onboarded at a single time. For example, if you upload 1,000 hashed emails and one postal code, the CRM list will be rejected.
- CRM lists match 30-70 percent of the individuals from your CRM list. This is dependent upon the location of the consumers in the list, and the quality and freshness of the data uploaded.
- If you are using hashed emails as an identifier, use MD5. Do not include both a plaintext email and an MD5 hashed email in the same document.
- When uploading postal addresses, a full address must be provided. Each section of the postal address should correspond to the column headers. The state column must be a state code, e.g., CO, AZ.
- All phone number identifiers must be 10 digits without hyphens, e.g., 6305558052.
- CRM Onboarding is only available in the United States and the United Kingdom. CRM lists must be uploaded into separate regional accounts.
- By uploading data, you acknowledge you have the right to utilize the data and for this express purpose. You're also authorizing that you have explicit opt-in privileges to use these audiences and include any and all opt-out options within your website’s privacy policy.
Cross-device Targeting

Your audience is on multiple devices, so why not your ads, too? Cross-device targeting is the use of data to expand your custom audience and reach the same consumers across all their devices, whether it’s on desktop, tablet, or mobile. This tactic increases the amount of biddable inventory for your audience in programmatic auctions, expands your reporting to see all tactics that contributed to a conversion, and creates a more holistic advertising campaign for your end consumers.

What’s Cross-device Targeting?

Cross-device targeting matches your custom audience on other devices to unlock added inventory when enabled at the campaign-level with an added CPM. You also receive expanded conversion tracking across all ad groups.

How It Works

Choozle’s cross-device targeting empowers you to find consumers on their desktop, mobile, and tablet devices and ensures you know when a customer converts on a secondary device. Our cross-device targeting also empowers you to find your first and third-party data audiences on their additional devices and expand the inventory available for your digital advertising campaigns.

This tactic is powered by our identity resolution partners who provide privacy-safe identity graphs containing anonymized user data. These identity graphs help you match target users from your custom audience to all other devices they use.

Notes & Best Practices

- Just like with other third-party data, the use of a cross-device partner’s data comes at a $1 CPM.
- Cross-device conversion reporting is powered by the Choozle Smart Container Tag. Place the Smart Container Tag before enabling conversion tracking.
- Apply cross-device targeting to campaigns whose ad groups contain smaller audiences, i.e., specific third-party data segments, retargeting, CRM audiences, or geoframes.
- If using third-party reporting, check if your provider will account for cross-device conversions.
- Once cross-device targeting is enabled, your conversion reporting will take cross-device conversions into account, and you may see a reporting discrepancy with your third-party reporting partner.
Native Advertising

Increase digital ad engagement with content you’ve already created. Position your brand as a trusted source by creating organic experiences for audiences interacting with native content. Native advertising describes an online advertising experience where branded messages fit seamlessly within their surrounding environment, engaging audiences rather than disrupting the user experience.

Since native ads are designed to blend into a publisher's webpage, the content-focused approach allows marketers to leverage blogs, articles, and whitepaper downloads to drive new customers through the marketing funnel.

What’s Native Advertising?
Native advertising aims to entice customers with informative content that directs them to relevant materials and engage further with a brand.

How It Works

Native advertising is a creative asset type that includes a header, body copy, and an image. When a native ad is programmatically bought, the fields are placed in an ad unit stylized by the publisher so that it fits seamlessly into the context and design of the publisher’s website. Native ad units are often listed as a promoted or sponsored post.

Incorporating native ads into an existing Choozle campaign takes less than five minutes and can increase your click-through rates by two to three times that of a display asset. You can easily leverage the powerful first and third-party data audiences, keyword lists, or contextual targeting parameters established for your other Choozle ad groups to refine the targeting of your native ads and drive maximum impact.

This is a good targeting tactic for demand-generation in B2C campaigns with long sales cycles or B2B campaigns.
Notes & Best Practices

- With less inventory available than other creative formats, the average CPM cost for a native advertisement is between $4 and $9 depending on the other targeting tactics being used.
- Like other creative assets, upload a wide range of sizes and copy elements to expand the available inventory.
- Due to the smaller amount of inventory available, do not use niche data, keyword, or site targeting with native assets, and only use parent contextual categories.
Complement your existing online and offline branding campaigns with audio advertising. Choozle provides access to programmatic audio-specific publishers like Spotify, Triton, AdsWizz, and TargetSpot. With our suite of features, you can target audio ads to relevant geolocations and custom audiences to drive a digital advertising campaign that gets your brand heard.

**What’s Audio Advertising?**
Leveraging programmatic audio-specific publishers marketers delivers audio ads in audio content like digital radio and music-streaming services.

**How It Works**
Choozle sources audio advertising placements through private marketplaces. We have a pre-negotiated library for each partner that includes details on placement, specific genres, playlists, demographic traits, and more. Unlike traditional radio advertising, programmatic audio advertising enables data-driven targeting to reach audiences that extend beyond display or video advertising campaigns. Using programmatic audio-specific publishers like Spotify, Triton, AdsWizz, and TargetSpot, your audio ad will be served in audio content like digital radio and music-streaming services. Some publishers allow for companion banners that are served alongside the audio ad while it’s playing.

Below is an overview of features that are available for each audio-specific publisher.

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<thead>
<tr>
<th>Feature</th>
<th>Triton Digital</th>
<th>Adswizz</th>
<th>Spotify</th>
<th>TargetSpot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companion Banner &amp; Impression Tracking</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Device Types</td>
<td>Desktop, mobile, tablet, connected TV</td>
<td>Desktop, mobile, tablet, connected TV</td>
<td>Mobile (in-app only)</td>
<td>Desktop, mobile, tablet, connected TV</td>
</tr>
<tr>
<td>Geolocation Targeting</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Site &amp; Station Targeting</td>
<td>Yes, available via Deal ID.</td>
<td>No, but publisher Deal IDs are available.</td>
<td>Yes, but on the Spotify app only. Genre targeting available via Deal ID.</td>
<td>No, but publisher Deal IDs are available.</td>
</tr>
</tbody>
</table>
Audio Advertising

Notes & Best Practices

- Audio advertising 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.
- Audio advertising is an ideal tactic for brands looking to reach a broad audience, particularly for telecom, CPG and retail industries.
- Audio advertising is best used for awareness campaigns with a reach goal since people tend not to click on audio ads.
- Fifteen and 30-second audio ads are the most common ad lengths in audio advertising. However, with a 15-second ad, you can bid on inventory placements that are 15, 30, and 60-seconds long.
- Non-skippable ads are played in brand-safe environments on mobile (in-app, web, and optimized web), desktop, tablet, and connected TV devices.
- Accepted audio file formats include MP3, M4A, and WAV.
- Private marketplace auctions are by invite-only and require participants to meet a minimum floor CPM. We recommend using a base bid that is at least as high as the floor CPM.
Unlock access to powerful targeting capabilities to scale and grow your campaigns. Choozle’s Supported Solutions include several tactics that can up your digital advertising game. Reach out to our Client Experience team to learn more.

**Geofencing & Geoframing**
Reach customers based on precise mobile geolocation data, such as current locations or historical data.

**Fraud, Brand Safety, & Viewability**
Leverage pre-bid brand safety and viewability targeting to safeguard your brand against suspicious activity and achieve viewability requirements.

**Custom Data Solutions**
Leverage our extensive data partnerships to create a unique target audience and drive performance.

**Language Browser Targeting**
Create a more impactful advertising experience by targeting audiences with tailored multilingual creative to reach people in their desired language.

**Dynamic Passback Tracking**
Enhance reporting with variable data including revenue, order, or product SKU information.

**Lookalike Modeling**
Find and target consumers who mirror the behavior of your favorite first-party audience.

**Device ID**
Device ID targeting gives marketers a better way to leverage their first-party data and deliver an increasingly reliable and robust audience than when using cookie-based targeting.

**Email Advertising**
A unique, unduplicated inventory source that allows you to advertise within the newsletters of premium publishers.

**Search Retargeting**
Leveraging specialized data partners like Cross Pixel and Datonics, this audience-based targeting approach enables the ability to reach users based on their search queries.
Location-based targeting tactics like geofencing, geoframing, and geolocation targeting enable you to reach your target audience based on where they are. By leveraging these tactics, you can increase brand visibility, compete with larger brands, and capture the attention of your target audience at the right place and at the right time.

**What’s Location-based Targeting?**
Location-based targeting tactics include geofencing, geoframing, and geolocation targeting.

**Geofencing** allows you to draw a virtual fence around a location and serve ads to mobile device users inside that geo-fenced area.

**Geoframing** collects mobile device IDs from users who have entered a predefined location at a specific time and allows you to target those users later on after they’ve left.

**Geolocation targeting** allows you to target countries, cities, neighborhoods, or regions by postal code.

**How It Works**

**Geofencing**
Geofencing works by establishing a virtual fence around a specific location. As an added layer of accuracy, geofencing providers validate the exactness of each ad’s placement by requesting the device location data before an impression is served. Geofences can be built from location names, types, postcodes, designated market areas, businesses, and more. The Client Experience team can provide access to our partner’s self-serve system for you to build your geofence and make those geofences available to be selected for use in your ad group.

**Geoframing**
Geoframing providers use mobile service carrier and device ID data to create pools of users for custom audience targeting and Device ID Retargeting. Geoframes are defined by building a radius around your targeted locations. In Choozle, a Strategist can provide one hour of geoframe building services before billable hours apply, or you can build your geoframes in our provider’s system. Once the geoframe is created, the provider will begin aggregating the mobile IDs of the users seen in your location at your selected timeframe.
**Geolocation Targeting**

A geolocation is set for every campaign run in the Choozle platform. At the ad group level of the campaign setup, you can enter or exclude multiple countries, states, provinces, regions, cities, or designated market areas. For more granular targeting, you can also create and upload a list of postal codes for any country that has a uniform postal code system.

**When to Choose Geofencing or Geoframing**

**Geofencing**
- Serves ads to mobile device users in real-time
- Targets anyone visiting a specific store, venue, or service
- Good for promoting products or services while a user is at the location

**Geoframing**
- Serves ads to mobile device users after they’ve left a location
- Captures data from anyone visiting a specific store, venue, or service
- Good for leveraging historical data

**Notes & Best Practices**

- Geofencing and geoframing are 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.
- When using geofencing, we recommend creating a geofence, or multiple geofences, that can target at least 100,000 mobile devices.
- We recommend using standard mobile ad sizes (300×50, 320×50, 320×480) or sizes accepted across devices (300×250, 728×90).
- Set your base and max CPMs at a rate higher than standard display tactics to ensure you win a larger percentage of the already limited inventory in hyperlocal geolocation.
- Combining geofencing and geoframing with other targeting tactics can make your target audience too narrow.
- Due to the narrowed targeting, the frequency cap should not dip below three impressions every 24 hours.
- Geo-fenced areas need to be drawn within the set geolocation.
We and our network partners take precautionary steps to protect your campaigns from fraud and ensure they’re brand-safe and viewable. Every campaign receives protection under our three-tier fraud prevention system, but we also offer additional brand safety and viewability solutions through our Supported Solutions to increase the value of your display inventory and make sure your ads appear in the proper environment.

**What’s Ad Fraud?**
Ad fraud is the deliberate practice of attempting to serve ads that can’t be viewed by human users.

**What’s Brand Safety?**
Brand safety refers to a set of tools and strategies that ensure your ads don’t appear in an inappropriate context or next to inappropriate content.

**What’s Viewability?**
Viewability is an online advertising metric that aims to track only impressions that can be seen by users.

### How Our Three-tier Fraud Prevention System Works

Using a three-tier system, Choozle takes several steps to ensure the quality of the sites we serve ads on and minimize the risk of fraudulent or non-viewable traffic.

**Network-wide Blocklist**
We apply a network-wide blocklist to all campaigns as the first line of defense. Our buy-side partners continuously scan for fraudulent traffic and look for domain spoofing, high impression counts on a single webpage in case a bot is reloading the page, multiple impressions won on a single bid, and bots mimicking human behavior.

**Internal Blocklist**
We also apply an internal blocklist to campaigns. The list is updated weekly and tracks patterns and monitors activity across IPs, publishers, users, and supply vendors to help detect fraudulent activity. This second level of security allows us to quickly block sites we suspect of fraudulent activity or unseemly content to keep our inventory quality high. These lists are also used to help improve overall viewability by reducing bids for less viewable sites.

**Blocklists & Whitelists**
We highly recommend you build and apply your own blocklists and whitelists to help reduce impressions on sites where you see a low performance or for ones you suspect to be fraudulent. You can also input a third-party tracking service during the creative asset upload.
How Our Brand Safety Solutions Work

There are many categories of sensitive content that are automatically filtered out by us and our network partners. Brands may have their own additions to this list that are unique to their market, custom audience, or desired brand positioning, so we also offer brand safety solutions to provide the highest amount of protection across your display and video media buys. These solutions act as contextual filters applied pre-bid to your display and video, as well as web and in-app ad placements in some applications.

DoubleVerify and Integral Ad Science both provide brand safety solutions in the form of pre-bid lists that are enabled for your selected ad groups and limit the inventory bid on by your campaign. Both Integral Ad Science and DoubleVerify can be added to ad groups within your campaign by your Strategist. Once applied to your ad group, the ad group will be charged an additional CPM for the service purchased, and the ad group will then only look for impressions that have been deemed brand-safe.

How Our Viewability Solutions Work

Viewability is helpful for understanding how many impressions can be seen by human users as well as validating the budgets allocated for your display media buys. While viewability solutions are primarily used to track and report on the viewability of a campaign, it can also help in providing a pre-bid solution to improve the viewability of your campaign. For brands focused on viewability, or agencies tasked with meeting certain viewability standards, we offer a number of viewability tracking and reporting systems to help in monitoring these metrics.

The metrics for viewability targeting are based on the MRC viewability standards. For display, an ad is considered viewable if at least 50 percent of the pixels are in view for one continuous second. For video, an ad is considered viewable if at least 50 percent of the player is visible for two continuous seconds.

DoubleVerify, Integral Ad Science, and Moat all offer viewability pre-bid, tracking, and reporting solutions. DoubleVerify and Integral Ad Science offer pre-bid solutions that, based on viewability data, will stop an impression’s purchase if the impression is deemed un-viewable. All three partners offer viewability tracking and reporting. All three partners can be enabled within ad groups of your campaign by your Strategist. Once applied to your ad group, the ad group will be charged an additional CPM for the service purchased, but only look for impressions that meet the pre-bid solution if applicable, and track the viewability of the impression.
Notes & Best Practices

Brand Safety
- Brand safety solutions are an additional layer of protection on top of Choozle’s three-tier fraud prevention system and can be implemented with the help of our Client Experience team. Reach out to us to learn more.
- When leveraging this tactic, choose one provider: DoubleVerify, Integral Ad Science, or Moat.
- Keep in mind brand safety with DoubleVerify only works in a web environment.
- The content parameters you want to allow or block vary by provider.
- Brand safety pre-bid solutions can limit the number of available impressions. You may need to raise your bids.

Viewability
- Viewability filters are an additional layer of protection on top of Choozle’s three-tier fraud prevention system and can be implemented with the help of our Client Experience team. Reach out to us to learn more.
- When leveraging this tactic, choose one provider: DoubleVerify, Integral Ad Science, or Quality Alliance which is powered by Moat.
- We recommend using Quality Alliance for viewability targeting as they utilize historical data from supply vendors, site ID/publisher ID, device type, and ad format to determine win rate, and we can target or block depending on whether the rate falls above or below your threshold.
- Regardless of the provider, the higher the in-view threshold, the higher the base and max bids need to be.
- Depending on other targeting parameters, viewability goals of 60-80 percent are typically feasible to achieve.
Marketers are tapping into private marketplaces for better control, transparency, and ad placements to achieve brand safety and viewability. Private marketplaces take the best aspects of traditional media buying and programmatic in invite-only, real-time bidding auctions that offer early access to premium ad inventory. In a private marketplace deal, you have more say over where ads appear and can rest assured inventory is coming from trusted publishers.

**What’s a Private Marketplace?**

In a private marketplace (PMP) deal, top publishers invite select digital media buyers to bid on premium ad inventory that’s unavailable on open ad exchanges.

**How It Works**

With Choozle, you can access a library of pre-negotiated, private marketplace deals. We work with a selection of publishers to create customized deals, with some publishers offering access to inventory within specific site sections, sub-sections, or creative formats.

Available creative formats include display, video, audio, and over-the-top television. Our pre-negotiated library details where an ad placement appears on a page or app as well as the placement’s dimensions, price floor, and geographic availability.

**Notes & Best Practices**

- Private marketplace deals are 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.
- Private marketplace auctions often require participants to pay a certain floor price. We recommend increasing your bid to at least $0.10 CPM above the floor price. If you’re having trouble securing inventory, we recommend raising your bid to at least $1 above the floor CPM.
- When leveraging a private marketplace deal, we don’t recommend layering in additional targeting tactics.
- Keep in mind the availability and rates of inventory available for each PMP deal are subject to change. The Client Engagement team or your Strategist can check current availability on any particular deal.
Launch localized digital advertising campaigns to reach consumers around the world. Language browser targeting allows you to deliver translated content and target your ads to users based on their browser’s language setting. By speaking your target user’s language, you can more effectively engage them.

**What’s Language Browser Targeting?**

Language browser targeting enables marketers to target consumers based on the language setting of the web browser they’re using. It’s a good tactic for reaching multilingual audiences, especially with language-specific ad units.

**How It Works**

Language browser targeting enables marketers to target consumers by the languages they speak, which can be challenging to execute solely via third-party data.

To leverage language browser targeting, reach out to your Strategist with the name of the advertiser account, campaign, and ad group to which you would like to apply language browser targeting. Impressions will only be bid on if the user’s browser language settings match the languages you’ve selected to target.

There are 42 languages to choose from.

**Notes & Best Practices**

- Language browser targeting 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.
- We recommend creating separate ad groups for each language you’re targeting.
- Language browser targeting is available at no additional CPM cost. Page language targeting, which identifies the language of a web page’s content, is available for an additional $.06–$.10 CPM, depending on the solution.
- Develop creative assets with messaging translated to the target user’s chosen language for a seamless and engaging user experience.
Connected TV advertising brings the benefits of programmatic to TV advertising to reach highly-engaged audiences and create a big-screen experience. From near-instant reporting on campaigns to placing ads on streaming services like Hulu and targeting millennials who make up the majority of cord-cutter households, Connected TV advertising gives marketers an efficient channel for reaching TV viewers.

What’s Connected TV Advertising?

Connected TV (CTV) is any television that’s connected to the internet. Connected TV advertising is the placement of ads on connected TV devices like Roku, SlingTV, and DIRECTV OnDemand.

How Connected TV Works

Choozle sources CTV ad placements through private marketplaces. Choozle has a pre-negotiated library with details on placement, dimensions, price dimensions, price floors, and geographic availability of the placements available for purchase. Unlike traditional TV advertising, connected TV advertising enables data-driven targeting of customers and their households in real-time that can be used to extend the reach of your traditional TV campaigns or digital advertising campaigns.

Targeting Options with Connected TV

Household Targeting

Use geolocation, first-party data, and third-party data to target your most valuable viewers and households.

Extend Your Reach

Enable cross-device targeting to retarget households that have seen your ad across all their devices.

Optimize with Expanded Metrics

View your performance alongside all your other digital campaigns with the same metrics, impressions, geolocation, CPM, win rate, as well as connected TV specific metrics like cross-device attribution and video completion rates.
**Types of Connected TVs**

Internet-connected TV, through consoles, sticks, or smart TVs, delivers streaming content on any device alongside premium, professionally produced content similar to watching a traditional TV commercial.

**Notes & Best Practices**

- Private marketplace auctions are by invite-only and require participants to meet a minimum floor CPM. We recommend setting your base bid a minimum of $0.10 CPM above the price floor to ensure that you can participate in the auction for this inventory.
- Separate your data targeting and contextual category targeting into separate ad groups to extend your potential reach and maximize for optimization.
- Connected TV is best used for awareness campaigns with a reach goal as most streaming devices do not allow for users to click-through.
- When evaluating the performance of your campaign, the number of impressions corresponds to the households or devices served, rather than the users served, with each household containing multiple users.
Sometimes, you’re unable to find a data segment in our data catalog that fits your specific targeting constraints. With our custom data solutions, you can leverage data from your data management platform (DMP) or from a data partner to create unique custom audiences that meet your particular targeting needs.

What Are Custom Data Solutions?

Our custom data solutions allow you to leverage first-party data from your data management platform or third-party data from a data partner.

How It Works

When it comes to data, there are limitless options. Our custom data solutions enable the ability to create bespoke audiences for your unique needs. After evaluating your campaign and audience objectives, our team can provide audience suggestions through our extended partnerships with nearly a dozen data partners.

To have a custom audience created for your campaign, reach out to your Strategist with the name of the advertiser account, the campaign details including campaign budget, flight dates, target audience, campaign goals, geolocation, and KPIs. CPMs vary based on the provider and audience.

Use Cases

**Importing First-party Data:** Bring your customer data and segmentation closer to your digital media buying. Connect your DMP such as Adobe’s DMP and Marketing Cloud, with Choozle to reach relevant audiences, make informed decisions in real-time, and maximize your efforts. These data segments using first-party data from your DMP are then available at a $0 CPM to use in any of your campaigns.

**Search Retargeting:** Expand your search strategy to display advertising with search retargeting (also known as search targeting) through specialized data partners including Cross Pixel, Datonics, and others. This audience-based targeting approach enables the ability to reach users on other sites based on their search queries.

**Site Conquesting:** Stay ahead of your competitors by creating a custom audience of users that have visited competitor websites or locations. For example, through our partners Dstillery and NinthDecimal, we can create a custom audience for a B2C brand of people who regularly visit H&M, Forever 21, and Sephora’s websites.
**SIC Code/NAICS Code:** Niche audiences are common with B2B campaigns. Leveraging data partners like LiveRamp B2B, Dun & Bradstreet, Bombora, you can get very specific. Create a custom audience based on the specific SIC or NAICS codes, as well as any other firmographic data, to use in your digital advertising campaigns.

**Account-based Targeting:** Your specific buyer personas are unique, which means your audience needs are unique. Referencing a list of your target accounts, Dun & Bradstreet can build a custom audience that meets your needs by tapping into 300M+ business records and mapping the data to 350M+ cookies and mobile device IDs.

**Notes & Best Practices**
- Custom data solutions are 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.
- Data partners for B2B campaigns include Bombora, Dun & Bradstreet, and LiveRamp B2B.
- Data partners for B2C campaigns include Cross Pixel search retargeting, Dstillery, Epsilon, Factual, Oracle, and PushSpring.
- Keep in mind the parameters you set for a custom audience before adding additional targeting parameters.
- Allow 10-15 business days for custom audiences to be created.
Expand your search strategy to include display advertising with search retargeting. Leveraging specialized data partners like Cross Pixel and Datonics, this audience-based targeting approach enables the ability to reach users based on their search queries.

**What’s Search Retargeting?**
Search Retargeting, also known as search targeting, is a tactic that utilizes the search and browsing activity of online users to curate a targetable audience who you can advertise to while they’re in-market. Different from site targeting, search retargeting can target users who may not have visited a certain site before but have browsed similar sites and keywords.

**How It Works**
Search Retargeting, which is part of our custom data solutions, enables the ability to create bespoke audiences for your unique needs. Choozle works with specialized data partners including Cross Pixel, Datonics, and others to create segments based on search behavior which can be used to power search retargeting campaigns. Search retargeting is a great tool for targeting searchers of a client’s brand or for competitive conquesting (targeting searchers of rival brands).

Working with your Account Manager or by submitting a ticket to the Choozle Support Center, you can create a list of keywords, including broad, exact, and phrase matches, that are relevant to your brand or service to reach customers at the moment they’re actively shopping for your product or service. Search Retargeting data providers identify and harvest the search activity on over 650 million users worldwide and capture the specific keywords users are searching for in the URL, title, body, and meta tag of publisher sites.

Once a Search Retargeting audience is created by the third-party data partner you can add them to the Audience Builder in the Audience Catalog, and save it to your custom audiences for targeting.

**Notes & Best Practices**
- Search Retargeting 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.
- Continued on next page.
Notes & Best Practices

- Cross Pixel can craft audiences based on the number of intent signals.
  - If you want to ensure the user is showing intent, we could ask to only include users who have shown at least three intent signals on keywords. Furthermore, Cross Pixel can “score” individual keywords and make some keywords in your list more valuable than others.
  - For example, for a Subaru dealership in Colorado, “car shopping” might be worth one point, “dealership in Denver” could be worth two points, and “Subaru legacy for sale” might be three points. We could then only target users who have accrued five points or more. Cross Pixel recommends this for keyword lists that have a lot of room to scale, so this would likely be best suited for a search retargeting ad group with >$5k-$10k of spend per month.

- Keep in mind the parameters you set for a custom audience before adding additional targeting parameters.
- Allow 10-15 business days for custom audiences to be created.
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 your Strategist 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.

**Notes & 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. You can use the Brand Data tab of your detailed report to optimize and refine based on the performance of each data element and each provider.
Many marketers struggle to accurately track and demonstrate return on ad spend for their campaigns. A step beyond clicks and impressions, dynamic passback tracking allows marketers to surface revenue and other custom, site-specific data points in their reporting, opening up a wealth of opportunity for optimizations.

**What’s Dynamic Passback Tracking?**
A dynamic passback tag gives you the ability to integrate site-specific parameters into your Choozle reporting. By default, dynamic passback tags include revenue, currency, and order ID, with the ability to add up to 10 customizable site parameters.

**How It Works**
Commonly used for revenue reporting, dynamic passback tracking is a customized tag that collects specified dynamic parameters on a conversion page. In addition to the default data points, you can also collect other parameters such as product names, cart contents, SKUs, or categories.

To leverage dynamic passback tracking, reach out to your Strategist with the name of the advertiser account, campaign budget, flight dates, and goals, as well as your website URL. The Strategist will then generate a unique dynamic passback tag with placeholder parameters for you to swap out with your site-specific parameters.

Work with your Strategist to set up a custom scheduled conversion details report, including all specified parameters being passed back from your site.

**Notes & Best Practices**
- Dynamic passback tracking 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.
- The character limit for dynamic parameters is 64 characters. Avoid using spaces in the parameters you insert, as spaces can break the tag.
- The data passed back from dynamic parameters is only available in a custom conversion details report. Work with your Strategist to create a custom reporting schedule.
- If the final conversion page is hosted on an e-commerce platform versus your website, you’ll need the ability to add a custom tag on the e-commerce platform.
Email Advertising

People spend, on average, 6.3 hours per day checking email—that’s more time than spent on Facebook or watching TV. Email advertising, powered by LiveIntent, allows you to advertise within the newsletters of premium publishers like Biz Journals, Bon Appetit, CNET, Country Living, AdWeek, Deadspin, and Fodor’s to reach these opted-in and highly engaged users.

**What’s Email Advertising?**

Email advertising, powered by LiveIntent, is a unique, unduplicated source for premium native and display advertising inventory. LiveIntent is the only supply vendor that can advertise within email newsletters from premium publishers like The Wall Street Journal, Target, Women’s Health, and more.

**How It Works**

LiveIntent needs to approve an advertiser account before allowing access to their inventory. Reach out to your Strategist if you’re interested in leveraging LiveIntent, and they’ll work with you to obtain access. Your Strategist will then manually add LiveIntent as a supply vendor to your ad groups.

As for how the tactic itself works, a user needs to subscribe, confirm their subscription, log in to their email, and then open the email and click to enable images for the LiveIntent pixel to fire and the user to see the ad. The triple opt-in ensures complete transparency and fraud-free ads.

**Notes & Best Practices**

- Email advertising 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.
- Long-tail, aggregator inventory is unavailable with this targeting tactic.
- Media buyers can apply cross-device targeting, contextual category targeting, site lists, and first and third-party data.
- LiveIntent only serves one to three ads per email (around 60-70% of which are above the fold).
In a mobile-driven world, marketers need to engage with mobile audiences with greater precision. Device ID targeting gives marketers a better way to leverage their first-party data and deliver an increasingly reliable and robust audience than when using cookie-based targeting.

**What’s Device ID Onboarding?**
The Device ID Onboarding tool, powered by LiveRamp, allows you to bring in mobile audiences and create highly-targeted custom audiences.

**What’s Device ID Targeting?**
Device ID targeting allows you to activate onboarded data within a campaign to reach a highly-targeted first-party audience with greater precision.

**How Device ID Targeting Works**
Device ID onboarding and targeting is a form of first-party data targeting that enables marketers to target individuals based on their mobile device ID. Similar to CRM Onboarding, users can upload a list of device IDs to use within their target audiences almost immediately.

Unlike laptop and desktop devices, mobile devices are rarely shared by multiple users. The majority of the time, only the owner is using the mobile device. This means that the tracked device usage for a device ID usually correlates to a single person. The resulting usage profile is likely to be more accurate than it is for a desktop computer that may have two or more different people using it regularly.

Choozle only accepts software-based advertising device IDs as these can be disabled and/or reset by the consumer. The type of device IDs accepted are as followed:

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>What They Look Like</th>
</tr>
</thead>
<tbody>
<tr>
<td>IDFA</td>
<td>Apple’s Identifier for Advertising on the iOS operating system</td>
<td>EA7583CD-A667-48BC-B806-42ECB2B48606</td>
</tr>
<tr>
<td>AAID</td>
<td>Google’s Android Advertising ID</td>
<td>cdd802e-fb9c-47ad-9866-0794d394c912</td>
</tr>
</tbody>
</table>
Notes & Best Practices

- Device ID onboarding and targeting is a part of Choozle’s Supported Solutions and can be enabled with the help of our Client Experience team. Reach out to us to learn more.

- Device ID targeting is an ideal tactic for brands looking to reach mobile-first audiences such as e-gaming, political advertising, or app downloads.

- Uploaded device IDs must be in the IDFA or AAID format which follow a pattern (ie - IDFA = EA7583CD-A667-48BC-B806-42ECB2B48606, AAID = cdda802e-fb9c-47ad-9866-0794d394c912). Encrypted or hashed device ID files cannot be accepted.

- List sizes must be greater than 2,000 device IDs due to privacy restrictions.

- Lists with uploaded device ID expire after 30 days. To use these IDs in a campaign or ad group, you will need to re-upload the list of device IDs with the same file name as the original file. The custom audience will update automatically.

- Device ID onboarding and targeting are only available in the United States.

- By uploading data, you acknowledge you have the right to utilize the data, and for this express purpose. You’re also authorizing that you have explicit opt-in privileges to use these audiences and include any and all opt-out options within your website’s privacy policy.
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.

**What’s Conversion Tracking?**
A tool that shows if a campaign is converting target users. Conversions are tracked by the Choozle Smart Container Tag.

**How It Works**

**Conversion Library**
Create and apply conversion events for your digital advertising campaigns in the Conversion Library. Tracked by the Choozle Smart Container Tag, saved conversions are available for use in your Choozle campaigns. You can use the same conversion in multiple campaigns. Up to five different conversion events can be used in a campaign.

**Cross-device Targeting**
Cross-device targeting matches your custom audiences on other devices to unlock added inventory when enabled at the campaign level. You’ll also receive expanded conversion tracking across all ad groups. Cross-device targeting is available for an added $1 CPM.

**Notes & Best Practices**
- For external sites, the Choozle Smart Container Tag must be placed in the website header to track conversions.
- Leverage the conversions available in the Conversion Library to make building a retargeting audience for upselling or an exclusion for converted customers easier.
- Cross-device targeting is applied at the campaign level and charged as a $1 CPM on ad groups with a custom audience.
With API, dashboard, and detailed reporting, you have a view into performance at every level of the campaign.

**What Are Choozle’s Reporting Capabilities?**

Choozle offers API, dashboard, and detailed reporting. You can export reports as PDF or .CSV files for campaigns and ad groups. Metrics include clicks, spend, impressions, win rate, cost per thousand impressions (CPM), click-through rate (CTR), and cost per acquisition (CPA). Detailed reports include metrics on creative assets, site, and data performance.

**How It Works**

**Detailed Reports**

Downloadable Detailed reports provide performance insights into the following:
- Ad groups
- Creative assets
- Sites
- Ad formats
- Contextual categories
- Dates
- Third-party data
- Cross-device targeting

**API Reporting**

Choozle offers an API for campaign reporting and can transfer your data to third-party reporting tools.

**Dashboard Reporting**

Our campaigns dashboard visualizes your campaign and ad group’s performances. Key metrics include spend, impressions, CTR, and CPA. Pacing indicates if the campaign budget is being used efficiently and the campaign is spending the full budget. The real-time feedback from the dashboard offers insight into when and where optimizations can be made to improve performance.

**Notes & Best Practices**

For more information on optimization, watch Optimizing the Campaign on Choozle Academy or read Optimizing Campaign Performance in the Choozle Support Center.
Choozle enables simple execution of programmatic advertising campaigns across more than 45 ad exchanges and networks. Maximize your reach with Choozle’s ad inventory and launch data-driven campaigns across display, video, mobile, native, and other mediums.

- Access to 2M+ impressions across 1M+ publishers and website at any second.
- Run display, video, mobile, native, and other ads simultaneously in a single campaign.
- Our demand-side platform gives you instant access to an expanded reach through 45-plus supply vendors and allows you to make manual and auto-optimizations.

**Available Supply Vendors**

- AdapTV (ONE Video)
- AdConductor (RhythmOne)
- AdGeneration
- AdScale (Stroer)
- Adyoulike
- AerServ (inMobi Exchange)
- AppNexus
- AdsWizz
- BidSwitch
- EMX Platform
- FederatedMedia (Sovrn)
- GumGum
- Google
- IronSource
- Kargo
- LKQD
- LoopMe
- Millennial (ONE Mobile)
- MoPub
- Nativo
- OpenX
- Outbrain
- PubMatic
- RightMedia (BrightRoll)
- Rtklo
- Rubicon
- Sharethrough
- Smaato
- SmartAdServer
- SmartClip
- SmartStream
- Sonobi
- SpotX
- StickyAds (FreeWheel)
- Taboola
- TeadsTV
- Technorati (Tynacor)
- Tremor (Telaria)
- TripleLift
- TrustX
- Triton
- ucfunnel
- Unruly
- YieldLab
- YieldMo
- YieldOne
- Zedo
Creative Specifications

Top Performing Display Sizes

- **300x250**  
  Medium Rectangle

- **728x90**  
  Leaderboard

- **160x600**  
  Wide Skyscraper

- **300x600**  
  Half Page Ad

Top Performing Mobile Sizes

- **300x50**  
  Mobile Leaderboard

- **320x50**  
  Mobile Leaderboard

- **336x280**  
  Large Rectangle

- **1024x768**  
  Tablet Interstitial Landscape

- **768x1024**  
  Tablet Interstitial Portrait

Video Sizes

- **640x480**  
  Recommended size for 4:3

- **480x360**  
  Minimum size for 4:3

- **640x360**  
  Minimum size for 16:9

- **1920x1080**  
  Recommended size for 16:9

Choozle recommends a 16:9 aspect ratio

Native Sizes

- **1800 x 1800**  
  Recommended size for 1:1

- **1000x750**  
  Recommended size for 1.33:1

- **2000 x 1333**  
  Recommended size for 1.5:1

- **1920 x 1080**  
  Recommended size for 1.77:1 (16:9)

- **1200x627**  
  Recommended size for 1.91:1
## Creative Specifications

### Display Assets

<table>
<thead>
<tr>
<th>Accepted sizes</th>
<th>300KB or smaller, including ZIP files containing individual creative assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accepted file types</td>
<td>GIF, JPEG, JPG, PNG, HTML5</td>
</tr>
<tr>
<td>Asset requirements</td>
<td>A display asset should have a clear, recognizable, and relevant image that contains readable text and fits the selected image size. The asset can’t appear sideways or upside down or appear to be more than one ad. In addition, assets with partially black or white backgrounds should have a visible border of a contrasting color.</td>
</tr>
<tr>
<td>Other notes</td>
<td>Choozle no longer supports Flash Creative.</td>
</tr>
</tbody>
</table>

### Video Assets

<table>
<thead>
<tr>
<th>Accepted sizes</th>
<th>200MB or smaller</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accepted file types</td>
<td>MP4, FLV, WEBM, MOV, MPG, MPEG, OGG</td>
</tr>
<tr>
<td>Video length</td>
<td>Between 5 and 300 seconds, but the ideal lengths are 5, 15, 30, and 60 seconds. Limit auto-start video ads to 15 seconds.</td>
</tr>
<tr>
<td>Assets needed</td>
<td>Play, pause, mute, and unmute controls for in-banner ads and a 300x250 static image to backstop auto-start ads.</td>
</tr>
<tr>
<td>Companion Creatives</td>
<td>Choose existing display creatives to be associated as a companion to the video creative and upload them in the “Companion Creatives” section of the video upload to the Creative Library. Companion creatives are limited to the following file types; JPG,GIF, PNG and sizes: 300x250, 728x90, 320x50, 160x600, 300x600, 300x50, 320x480, 468x60, 970x250.</td>
</tr>
<tr>
<td>Other notes</td>
<td>In the video asset settings, you can add companion display ads and make video ads available for skippable inventory. In the ad group's advanced settings, you can set to bid on in-banner inventory after adding video assets to the ad group.</td>
</tr>
</tbody>
</table>
### Third-party Ad Tags

<table>
<thead>
<tr>
<th>Accepted file types</th>
<th>Third-party tags are accepted from approved ad servers.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asset requirements</td>
<td>If you’re not using an approved ad server, add the following macros to the secure ad tag generated by your third-party ad-serving system: Click Macro: %TTD_CLK%% Cachebuster Macro: %TTD_CACHEBUSTER%%</td>
</tr>
<tr>
<td>Other notes</td>
<td>Ensure your third-party assets meet our display standards in addition to the <a href="https://www.iab.com/">IAB standards</a>.</td>
</tr>
</tbody>
</table>

### HTML5 Assets

<table>
<thead>
<tr>
<th>Accepted sizes</th>
<th>10MB or smaller. The maximum size of any file in the archive is 2 MB.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accepted file types</td>
<td>A ZIP file containing the HTML ad. The file may also contain CSS, JS, HTML, GIF, PNG, JPG, JPEG, or SVG</td>
</tr>
<tr>
<td>Ad length</td>
<td>Animated ads can loop for 15 seconds before becoming static.</td>
</tr>
<tr>
<td>Asset requirements</td>
<td>An HTML5 asset should have a clear, recognizable, and relevant image that contains readable text and fits the selected image size. The asset can’t appear sideways or upside down or appear to be more than one ad. In addition, assets with partially black or white backgrounds should have a visible border of a contrasting color.</td>
</tr>
</tbody>
</table>
| Other notes | ZIP files can’t contain nested folders. In addition, when embedding an in-banner video in an HTML5 asset, the first onload should be a maximum of 50KB and the second onload 2MB.  
HTML5 assets cannot be expandable. |
## Creative Specifications

### Native Assets

<table>
<thead>
<tr>
<th>Accepted sizes</th>
<th>300KB or smaller, including ZIP files containing individual creative assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accepted file types</td>
<td>JPEG, JPG, PNG</td>
</tr>
</tbody>
</table>

**Asset requirements**
A native asset should have a clear, recognizable, and relevant image that contains readable text and fits the selected image size. The asset can’t appear sideways or upside down or appear to be more than one ad. In addition, assets with partially black or white backgrounds should have a visible border of a contrasting color.

**Other notes**
Ensure your native assets meet our display standards in addition to the [IAB standards](#). The 1.91:1 aspect ratio is the most common size for native assets, and we recommend building at least one image in the dimensions of 1200x627. Other common sizes include 1200x1200, 1000x750, 1200x800 and 1280x720.

### Audio Assets

<table>
<thead>
<tr>
<th>Accepted length</th>
<th>Fifteen and 30-second audio ads are the most common ad lengths in audio advertising. However, with a 15-second ad, you can bid on inventory placements that are 15, 30, and 60-seconds long.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accepted file types</td>
<td>MP3</td>
</tr>
</tbody>
</table>

**Other notes**
Ensure your third-party assets meet our display standards in addition to the [IAB standards](#). Some publishers allow for companion banners to show during the audio ads. The delivery of companion banners is not guaranteed but will be supplied to the SSP and publisher when bidding.
## Creative Specifications

<table>
<thead>
<tr>
<th>Connected TV Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Accepted sizes</strong></td>
</tr>
<tr>
<td><strong>Accepted file types</strong></td>
</tr>
<tr>
<td><strong>Video length</strong></td>
</tr>
<tr>
<td><strong>Accepted file quality</strong></td>
</tr>
<tr>
<td><strong>Accepted bit rate</strong></td>
</tr>
<tr>
<td><strong>Accepted file tags</strong></td>
</tr>
<tr>
<td><strong>Other notes</strong></td>
</tr>
</tbody>
</table>
## Creative Specifications

### Display Dimensions

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Width</th>
<th>Height</th>
<th>Ad Unit Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>10x10 GumGum Studio</td>
<td>300x240</td>
<td>Custom</td>
<td>600x75 Banner</td>
</tr>
<tr>
<td>11x11 GumGum Broadway AdUnit</td>
<td>300x250</td>
<td>Medium Rectangle</td>
<td></td>
</tr>
<tr>
<td>12x12 GumGum Runway AdUnit</td>
<td>300x600</td>
<td>Half Page Ad</td>
<td></td>
</tr>
<tr>
<td>13x13 GumGum Studio AdUnit</td>
<td>300x1050</td>
<td>Custom</td>
<td></td>
</tr>
<tr>
<td>14x14 GumGum Pencil AdUnit</td>
<td>320x50</td>
<td>Mobile Leaderboard</td>
<td></td>
</tr>
<tr>
<td>16x16 GumGum Canvas AdUnit</td>
<td>320x80</td>
<td>Vertical Banner</td>
<td></td>
</tr>
<tr>
<td>17x17 GumGum In-Screen AdUnit</td>
<td>320x160</td>
<td>Mobile</td>
<td></td>
</tr>
<tr>
<td>88x31 Micro Bar</td>
<td>320x240</td>
<td>Custom</td>
<td></td>
</tr>
<tr>
<td>120x60 Button 2</td>
<td>320x250</td>
<td>Custom</td>
<td></td>
</tr>
<tr>
<td>120x90 Button 1</td>
<td>320x320</td>
<td>Custom</td>
<td></td>
</tr>
<tr>
<td>120x480 Vertical Banner</td>
<td>320x480</td>
<td>Mobile</td>
<td></td>
</tr>
<tr>
<td>120x600 Skyscraper</td>
<td>336x280</td>
<td>Large Rectangle</td>
<td></td>
</tr>
<tr>
<td>125x83 Button</td>
<td>400x400</td>
<td>Custom</td>
<td></td>
</tr>
<tr>
<td>125x125 Square Button</td>
<td>440x220</td>
<td>Custom</td>
<td></td>
</tr>
<tr>
<td>160x600 Wide Skyscraper</td>
<td>450x250</td>
<td>Custom</td>
<td></td>
</tr>
<tr>
<td>180x150 Rectangle</td>
<td>468x60</td>
<td>Full Banner</td>
<td></td>
</tr>
<tr>
<td>180x500 Custom</td>
<td>468x400</td>
<td>Custom</td>
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</tr>
<tr>
<td>226x850 Custom</td>
<td>480x80</td>
<td>Custom</td>
<td></td>
</tr>
<tr>
<td>230x230 Square</td>
<td>480x250</td>
<td>Custom</td>
<td></td>
</tr>
<tr>
<td>230x600 Custom</td>
<td>480x280</td>
<td>Custom</td>
<td></td>
</tr>
<tr>
<td>234x60 Half Banner</td>
<td>480x320</td>
<td>Custom</td>
<td></td>
</tr>
<tr>
<td>240x400 Vertical Rectangle</td>
<td>519x225</td>
<td>Custom</td>
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</tr>
<tr>
<td>250x250 Square Pop-Up</td>
<td>544x225</td>
<td>Custom</td>
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<tr>
<td>250x360 Custom</td>
<td>550x340</td>
<td>Custom</td>
<td></td>
</tr>
<tr>
<td>300x50 Mobile Leaderboard</td>
<td>551x289</td>
<td>Large Banner</td>
<td></td>
</tr>
<tr>
<td>300x60 Video Companion</td>
<td>555x111</td>
<td>Letvertise Custom</td>
<td></td>
</tr>
<tr>
<td>300x100 3:1 Rectangle</td>
<td>555x333</td>
<td>Letvertise Custom</td>
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</table>
### Video Dimensions

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Dimensions</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>480x360</td>
<td>1400x1050</td>
<td>1280x720</td>
</tr>
<tr>
<td>640x480</td>
<td>1440x1080</td>
<td>1600x900</td>
</tr>
<tr>
<td>800x600</td>
<td>640x360</td>
<td>1920x1080</td>
</tr>
<tr>
<td>960x720</td>
<td>640x268</td>
<td>1920x800</td>
</tr>
<tr>
<td>1024x768</td>
<td>960x540</td>
<td></td>
</tr>
<tr>
<td>1280x960</td>
<td>1280x532</td>
<td></td>
</tr>
</tbody>
</table>

### Native Dimensions

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Dimensions</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1200x627 Custom</td>
<td>2000x1333 Custom</td>
<td>1920x1080 Custom</td>
</tr>
<tr>
<td>1800x1800 Custom</td>
<td>1600x1067 Custom</td>
<td>1280x720 Custom</td>
</tr>
<tr>
<td>1200x1200 Custom</td>
<td>1200x800 Custom</td>
<td>1024x576 Custom</td>
</tr>
<tr>
<td>600x600 Custom</td>
<td>1024x683 Custom</td>
<td></td>
</tr>
<tr>
<td>1000x750 Custom</td>
<td>900x600 Custom</td>
<td></td>
</tr>
</tbody>
</table>

### Logo Dimensions

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>128x128 Custom</td>
<td>200x200 Custom</td>
</tr>
</tbody>
</table>

### Image Formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>GIF</td>
<td>JPEG</td>
</tr>
<tr>
<td>PNG</td>
<td>JPG</td>
</tr>
</tbody>
</table>

### File Sizes

- **maxFileSize** = 200000000; // 200MB
- **maxVideoSize** = 200000000; // 200MB
- **maxImageSize** = 300000; // 300 KB
- **maxNativeImageSize** = 2000000; // 2000 KB

### Video Formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Format</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video/MP4</td>
<td>Video/QuickTime</td>
<td>Video/x-ms-wmv</td>
</tr>
<tr>
<td>Video/WebM</td>
<td>Video/x-flv</td>
<td>Video/MPEG</td>
</tr>
</tbody>
</table>