

Case Study

Programmatic can be overwhelming at first. However, the endless targeting options, real-time optimization, and control make programmatic buying the preferred strategy for most brands. A national pet food brand was looking to get started with programmatic advertising but had some strict requirements for targeting.

The Objective

- Implement in-house programmatic advertising solutions to enable control and transparency of media strategy
- Achieve scalable campaign while ensuring the placement on high-quality inventory without compromising the budget

The Solution

Strict targeting parameters can make it hard to scale a digital advertising campaign, especially when you're first getting started with programmatic advertising. A national pet food brand turned to Choozle to help them implement an in-house programmatic advertising solution that provided them the control and transparency they needed.

Using site list targeting and private marketplace details, they were able to ensure that their ads were delivered on high-quality sites like comScore's top 150 publishers. While sometimes adding specific targeting parameters, like site quality, can hinder effective CPMs and scalable reach, the pet food brand didn't experience that with Choozle. They were able to achieve a 20 percent lower CPM compared to other service providers and increase the win rate from 50 percent to 80 percent to scale the entire campaign.

Key Results

Achieve over
80%
win rate

20%
lower CPM
vs other service
providers