

## Case Study

Identifying a B2B target audience for digital advertising can be a challenge for some businesses. Programmatic B2B, a specialized consultancy firm, aimed to solve that problem for its clients by leveraging the Choozle platform to reach their highly-niche prospects in a full-funnel approach to their digital advertising strategy.

### The Objective

- Find an advertising solution to reach niche B2B target audiences with cross-channel efficiency
- Expand digital capabilities across programmatic advertising that provide tangible results for clients
- Leverage targeted display advertising, search retargeting, and site retargeting for an incremental lift on account-based marketing (ABM) and B2B prospect email programs

### The Solution

From a contract to the campaign, the team at Programmatic B2B was up to speed in the Choozle platform within just a few days, giving their team a quick and effective toolkit to expand their digital capabilities across programmatic advertising without having to make sizable investments. More importantly, they're now able to leverage their in-depth data expertise and launch highly targeted campaigns in a matter of a couple of hours.

Coupled with the other marketing efforts they provide for clients, Programmatic B2B has been able to differentiate themselves by highlighting their use of audience targeting within Choozle to win new business. Programmatic B2B is now equipped with the tools they need to drive results for their clients, research that inspires new ways of thinking, and campaign learnings to inform ever-evolving and better strategies for future clients.

*"Minimums from other digital advertising solutions were unattainable for many of our B2B clients. Choozle allowed us to use the technology that larger advertisers use without the burden of high minimums. We're able to reach very specific audiences, test strategies quickly, and be an active part of the execution and measurement processes, ultimately winning more business for ourselves and our clients."*

**-Chris DeMartine, Managing Director**

### Key Results

**150%** increase  
in new clients

Reduced  
ABM data  
**onboarding  
time** by **40%**

Reduced  
**campaign  
setup & launch  
time** by **25%**

Increased **video  
engagement  
rates** for global  
clients by more  
than **50%**