

## Case Study

Cora+Krist, an advanced digital marketing agency, was looking for unique ways to create awareness for their client, Smart Healthy Green Living. Leveraging Choozle's targeting strategies, they drove success by layering custom third-party data audiences to reach consumers in a connected TV environment and inspire downloads of the Smart Healthy Green Living app.

### The Objective

- Accurately target consumers with interest in home, garden, and living content
- Leverage cross channel targeting by using connected TV
- Achieve higher conversion rates by tracking download intent

### The Solution

Cora+Krist's client, Smart Healthy Green Living, was looking for unique digital advertising campaign strategies to drive brand awareness and to encourage consumers to download the Smart Healthy Green Living app, which delivers home, garden, and living content to smart TVs, phones, laptops, tablets, and gaming consoles. Cora+Krist found that traditional advertising channels only allowed for broad targeting and couldn't microsegment their audiences. This caused them to waste budgets by targeting consumers that wouldn't be interested in Smart Healthy Green Living.

Using third-party data audiences, Cora+Krist built a campaign strategy that reached consumers interested in home, garden, and living content and has a streaming device like Apple TV, Roku, etc. This allowed them to ensure they were spending budgets on individuals that could download the Smart Healthy Green Living app. Cora+Krist also leveraged choozle to access the connected TV channel and inspire downloads of the Smart Healthy Green Living app.

As a result of the campaign, Cora+Krist was able to drive tangible results with their Choozle campaign for Smart Healthy Green Living. By using video and connected TV layered with data targeting, they were able to produce a 3.3 percent conversion rate which was 3X better than social, 1x better than Google Display Ads.

### Key Results

**3.3%**  
conversion rate  
with CTV ads

**3X**  
better  
campaign  
results than  
social media  
targeting