Sock 101 partnered with Choozle to execute targeted digital marketing campaigns, to scale new customer acquisition without exhausting their entire marketing budget.

**The Objective**
- Drive *Sock of the Month* membership
- Decrease current cost-per-acquisition
- Become acquainted with programmatic media strategies and execution

**The Solution**
Choozle placed a Smart Container Tag on the Sock 101 website, which enabled the collection and organization of detailed consumer insights, including purchasing habits.

Choozle’s Client Experience team worked closely with Sock 101 to identify targetable audiences likely to convert into Sock 101 customers. Equipped with a mix of broad, granular, and retargetable audiences, Sock 101 ran display and Facebook Exchange campaigns against a modest budget.

**Key Results**
- 53% increase in daily ecommerce sales (in the first 3 weeks of the campaign)
- 20% increase in site visitors and page views
- 2x new monthly *Sock of the Month* subscribers
- 9% decrease in bounce rate on website

“Choozle’s platform made it simple and easy to execute our digital marketing efforts. These RTB campaigns have been instrumental in driving our growth.”

–Lea Bailes, Co-founder, Sock 101