

Case Study

The Thayer Media team has a saying: “The thought counts.” And it’s that motto that drives them to help their clients communicate effectively and efficiently with clients. By bringing programmatic media buying in-house using Choozle, they’re empowered to do just that in a way that’s dynamic, scalable, and transparent for their clients.

Agency Objectives

- Eliminate markups through a third-party provider, resulting in direct cost savings
- Win new business by offering elevated solutions and control through Choozle
- Pass cost savings directly to clients by offering programmatic media buying in-house

The Solution

Before implementing Choozle as their in-house media buying solution, the Thayer team needed more autonomy to do what they do best: win for their clients. Since deploying Choozle, Thayer Media has used its in-house programmatic capabilities as a value proposition to win new business—especially since they now have the ability to pass cost savings directly to their clients by eliminating unnecessary third-party markups. Thayer is equipped with research that inspires new ways of thinking, and what they learn from executing one client’s campaign helps to inform ever-evolving and better strategies for that client in the future.

Key Results

10-30%
higher quality website visits

15-50%
CPM savings

**Higher
impression
delivery***

*When compared to a third-party vendor providing a set number of impressions at a set cost, without visibility of actual achieved CPMs in the RTB environment

*“Minimums from other DSPs and third-party vendors were unattainable for many of our clients. Choozle allowed us to use the technology that larger advertisers use without the burden of minimums. We’re able to test theories & strategies and be an active part of the development process, ultimately winning more business for ourselves and our clients. **Choozle empowers us to guide our own growth.***

–Chessie Little, Media Director at Thayer Media