

Case Study

C1 Partners leveraged Choozle's platform to execute programmatic advertising campaigns for their client, Viaero Wireless. Choozle's platform enabled C1 Partners to increase brand awareness, while significantly boosting offline sales for Viaero Wireless in a scalable and straightforward manner.

The Objective

- Increase the amount of quality traffic to Viaero Wireless' website
- Raise overall brand awareness
- Reduce bounce rate
- Expand measurable offline sales during campaign flight

The Solution

C1 Partners partnered with Choozle to increase offline sales for their client, Viaero Wireless. IP targeting was used to reach consumers in the areas surrounding Viaero Wireless' retail outlets. Contextual targeting was layered to reach online business and consumer segments who were in Viaero's target market.

C1 also leveraged hypertargeted ads to engage relevant interest-based consumer segments in a specified network. This execution strategy enabled C1 to lift the amount of quality website traffic while decreasing the bounce, resulting in a tripling of monthly online revenue in a 30-day window.

Key Results

15%
click-through rate
throughout the campaign

5,388
total visitors to
Viaero Wireless'
website

3.6M
total impressions
throughout the
campaign

3x boost
in monthly
online revenue
(in a 30-day window)