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)