

Case Study

Watauga Agency partnered with Choozle to drive measurable results for their client, by running a display campaign powered by Choozle's platform.

The Objective

- Leverage dynamic CPM bidding (RTB) to drive positive return on ad spend for the client
- Gain a deeper understanding of programmatic advertising with the help of Choozle

The Solution

Watauga partnered with Choozle to exceed benchmark return on ad spend (ROAS) through the execution of a digital campaign leveraging programmatic bidding technology (RTB). Choozle's Client Experience team managed core campaign operations—but platform access was provided to the Watauga team to learn alongside the Choozle team about RTB strategies and best practices for auction-based campaigns.

Powered by over 60+ leading global data providers, the Watauga team leveraged Choozle's data catalog comprised of thousands of highly targeted audience segments (the two other vendors provided only proprietary data). The breadth and quality of the data assets enabled smart audience segmentation and ongoing optimization to drive optimal campaign results.

Throughout the campaign, Watauga was granted full access to the platform, including easy-to-understand reporting dashboards. The access provided on-the-job platform education while empowering the Watauga team to provide guidance and recommendations for campaign optimization.

Based on the success of the collaborative fully-managed campaign execution, Watauga now operates the Choozle platform in-house and experiences greater transparency, control, and performance across all digital media campaigns.

Key Results

175%
higher ROAS
versus other vendors
(return on ad spend)

\$1.26
average CPM

104%
lower eCPM

\$22.16
ROAS
(return on ad spend)