

Unlock access to powerful targeting capabilities to scale and grow your campaigns. Choozle's Supported Solutions include several tactics that can up your digital advertising game. Reach out to our Client Experience team to learn more.



Geofencing & Geoframing

Reach customers based on precise mobile geolocation data, such as current locations or historical data.



Fraud, Brand Safety, & Viewability

Leverage pre-bid brand safety and viewability targeting to safeguard your brand against suspicious activity and achieve viewability requirements.



Custom Data Solutions

Leverage our extensive data partnerships to create a unique target audience and drive performance.



Language Browser Targeting

Create a more impactful advertising experience by targeting audiences with tailored multilingual creative to reach people in their desired language.



Dynamic Passback Tracking

Enhance reporting with variable data including revenue, order, or product SKU information.



Lookalike Modeling

Find and target consumers who mirror the behavior of your favorite first-party audience.



Device ID

Device ID targeting gives marketers a better way to leverage their first-party data and deliver an increasingly reliable and robust audience than when using cookie-based targeting.



Email Advertising

A unique, unduplicated inventory source that allows you to advertise within the newsletters of premium publishers.



Search Retargeting

Leveraging specialized data partners like Cross Pixel and Datonics, this audience-based targeting approach enables the ability to reach users based on their search queries.



Site Conquering

Site conquering is a competitive targeting tactic that uses the behavior of a user profile interested in your competitor's products or services to then reach them with digital advertising.

Location-based Targeting

Location-based targeting tactics like geofencing, geoframing, and geolocation targeting enable you to reach your target audience based on where they are. By leveraging these tactics, you can increase brand visibility, compete with larger brands, and capture the attention of your target audience at the right place and at the right time.

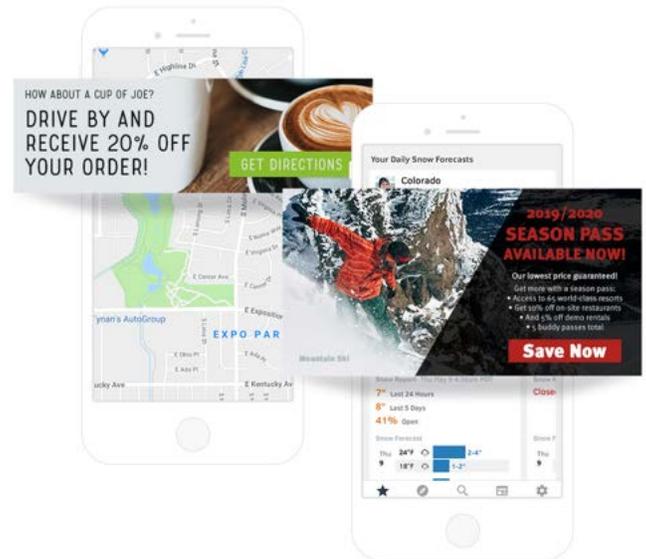
What's Location-based Targeting?

Location-based targeting tactics include geofencing, geoframing, and geolocation targeting.

Geofencing allows you to draw a virtual fence around a location and serve ads to mobile device users inside that geo-fenced area.

Geoframing collects mobile device IDs from users who have entered a predefined location at a specific time and allows you to target those users later on after they've left.

Geolocation targeting allows you to target countries, cities, neighborhoods, or regions by postal code.



How It Works



Geofencing

Geofencing works by establishing a virtual fence around a specific location. As an added layer of accuracy, geofencing providers validate the exactness of each ad's placement by requesting the device location data before an impression is served. Geofences can be built from location names, types, postcodes, designated market areas, businesses, and more. The Client Experience team can provide access to our partner's self-serve system for you to build your geofence and make those geofences available to be selected for use in your ad group.



Geoframing

Geoframing providers use mobile service carrier and device ID data to create pools of users for custom audience targeting and Device ID Retargeting. Geoframes are defined by building a radius around your targeted locations. In Choozle, a Strategist can provide one hour of geoframe building services before billable hours apply, or you can build your geoframes in our provider's system. Once the geoframe is created, the provider will begin aggregating the mobile IDs of the users seen in your location at your selected timeframe.



Geolocation Targeting

A geolocation is set for every campaign run in the Choozle platform. At the ad group level of the campaign setup, you can enter or exclude multiple countries, states, provinces, regions, cities, or designated market areas. For more granular targeting, you can also create and upload a list of postal codes for any country that has a uniform postal code system.



When to Choose Geofencing or Geoframing

Geofencing

- Serves ads to mobile device users in real-time
- Targets anyone visiting a specific store, venue, or service
- Good for promoting products or services while a user is at the location



Geoframing

- Serves ads to mobile device users after they've left a location
- Captures data from anyone visiting a specific store, venue, or service
- Good for leveraging historical data



Notes & Best Practices

- Geofencing and geoframing are part of Choozle's Supported Solutions and can be implemented with the help of our Client Experience team. Reach out to us to learn more.
- When using geofencing, we recommend creating a geofence, or multiple geofences, that can target at least 100,000 mobile devices.
- We recommend using standard mobile ad sizes (300×50, 320×50, 320×480) or sizes accepted across devices (300×250, 728×90).
- Set your base and max CPMs at a rate higher than standard display tactics to ensure you win a larger percentage of the already limited inventory in hyperlocal geolocation.
- Combining geofencing and geoframing with other targeting tactics can make your target audience too narrow.
- Due to the narrowed targeting, the frequency cap should not dip below three impressions every 24 hours.
- Geo-fenced areas need to be drawn within the set geolocation.

We and our network partners take precautionary steps to protect your campaigns from fraud and ensure they're brand-safe and viewable. Every campaign receives protection under our three-tier fraud prevention system, but we also offer additional brand safety and viewability solutions through our Supported Solutions to increase the value of your display inventory and make sure your ads appear in the proper environment.

What's Ad Fraud?

Ad fraud is the deliberate practice of attempting to serve ads that can't be viewed by human users.

What's Brand Safety?

Brand safety refers to a set of tools and strategies that ensure your ads don't appear in an inappropriate context or next to inappropriate content.

What's Viewability?

Viewability is an online advertising metric that aims to track only impressions that can be seen by users.

How Our Three-tier Fraud Prevention System Works



Using a three-tier system, Choozle takes several steps to ensure the quality of the sites we serve ads on and minimize the risk of fraudulent or non-viewable traffic.



Network-wide Blocklist

We apply a network-wide blocklist to all campaigns as the first line of defense. Our buy-side partners continuously scan for fraudulent traffic and look for domain spoofing, high impression counts on a single webpage in case a bot is reloading the page, multiple impressions won on a single bid, and bots mimicking human behavior.



Internal Blocklist

We also apply an internal blocklist to campaigns. The list is updated weekly and tracks patterns and monitors activity across IPs, publishers, users, and supply vendors to help detect fraudulent activity. This second level of security allows us to quickly block sites we suspect of fraudulent activity or unseemly content to keep our inventory quality high. These lists are also used to help improve overall viewability by reducing bids for less viewable sites.



Blocklists & Whitelists

We highly recommend you build and apply your own blocklists and whitelists to help reduce impressions on sites where you see a low performance or for ones you suspect to be fraudulent. You can also input a third-party tracking service during the creative asset upload.

How Our Brand Safety Solutions Work



There are many categories of sensitive content that are automatically filtered out by us and our network partners. Brands may have their own additions to this list that are unique to their market, custom audience, or desired brand positioning, so we also offer brand safety solutions to provide the highest amount of protection across your display and video media buys. These solutions act as contextual filters applied pre-bid to your display and video, as well as web and in-app ad placements in some applications.

DoubleVerify and Integral Ad Science both provide brand safety solutions in the form of pre-bid lists that are enabled for your selected ad groups and limit the inventory bid on by your campaign. Both Integral Ad Science and DoubleVerify can be added to ad groups within your campaign by your Strategist. Once applied to your ad group, the ad group will be charged an additional CPM for the service purchased, and the ad group will then only look for impressions that have been deemed brand-safe.

How Our Viewability Solutions Work



Viewability is helpful for understanding how many impressions can be seen by human users as well as validating the budgets allocated for your display media buys. While viewability solutions are primarily used to track and report on the viewability of a campaign, it can also help in providing a pre-bid solution to improve the viewability of your campaign. For brands focused on viewability, or agencies tasked with meeting certain viewability standards, we offer a number of viewability tracking and reporting systems to help in monitoring these metrics.

The metrics for viewability targeting are based on the MRC viewability standards. For display, an ad is considered viewable if at least 50 percent of the pixels are in view for one continuous second. For video, an ad is considered viewable if at least 50 percent of the player is visible for two continuous seconds.

DoubleVerify, Integral Ad Science, and Moat all offer viewability pre-bid, tracking, and reporting solutions. DoubleVerify and Integral Ad Science offer pre-bid solutions that, based on viewability data, will stop an impression's purchase if the impression is deemed un-viewable. All three partners offer viewability tracking and reporting. All three partners can be enabled within ad groups of your campaign by your Strategist. Once applied to your ad group, the ad group will be charged an additional CPM for the service purchased, but only look for impressions that meet the pre-bid solution if applicable, and track the viewability of the impression.

Notes & Best Practices



Brand Safety

- Brand safety solutions are an additional layer of protection on top of Choozle's three-tier fraud prevention system and can be implemented with the help of our Client Experience team. Reach out to us to learn more.
- When leveraging this tactic, choose one provider: DoubleVerify, Integral Ad Science, or Moat.
- Keep in mind brand safety with DoubleVerify only works in a web environment.
- The content parameters you want to allow or block vary by provider.
- Brand safety pre-bid solutions can limit the number of available impressions. You may need to raise your bids.

Viewability

- Viewability filters are an additional layer of protection on top of Choozle's three-tier fraud prevention system and can be implemented with the help of our Client Experience team. Reach out to us to learn more.
- When leveraging this tactic, choose one provider: DoubleVerify, Integral Ad Science, or Quality Alliance which is powered by Moat.
- We recommend using Quality Alliance for viewability targeting as they utilize historical data from supply vendors, site ID/publisher ID, device type, and ad format to determine win rate, and we can target or block depending on whether the rate falls above or below your threshold.
- Regardless of the provider, the higher the in-view threshold, the higher the base and max bids need to be.
- Depending on other targeting parameters, viewability goals of 60-80 percent are typically feasible to achieve.

Language Browser Targeting

Launch localized digital advertising campaigns to reach consumers around the world. Language browser targeting allows you to deliver translated content and target your ads to users based on their browser's language setting. By speaking your target user's language, you can more effectively engage them.

Afrikaans	Czech	French	Icelandic	Lithuanian	Serbian	Tagalog
Arabic	Danish	German	Indonesian	Norwegian	Slovak	Thai
Bulgarian	Dutch	Greek	Italian	Polish	Slovene	Turkish
Catalan	English	Hebrew	Japanese	Portuguese	Spanish	Ukrainian
Chinese	Estonian	Hindi	Korean	Romanian	Swahili	Urdu
Croatian	Finnish	Hungarian	Latvian	Russian	Swedish	Vietnamese

What's Language Browser Targeting?

Language browser targeting enables marketers to target consumers based on the language setting of the web browser they're using. It's a good tactic for reaching multilingual audiences, especially with language-specific ad units.



How It Works



Language browser targeting enables marketers to target consumers by the languages they speak, which can be challenging to execute solely via third-party data.

To leverage language browser targeting, reach out to your Strategist with the name of the advertiser account, campaign, and ad group to which you would like to apply language browser targeting. Impressions will only be bid on if the user's browser language settings match the languages you've selected to target.

There are 42 languages to choose from.



Notes & Best Practices

- Language browser targeting is a part of Choozle's Supported Solutions and can be implemented with the help of our Client Experience team. Reach out to us to learn more.
- We recommend creating separate ad groups for each language you're targeting.
- Language browser targeting is available at no additional CPM cost. Page language targeting, which identifies the language of a web page's content, is available for an additional \$.06–\$.10 CPM, depending on the solution.
- Develop creative assets with messaging translated to the target user's chosen language for a seamless and engaging user experience.

Sometimes, you're unable to find a data segment in our data catalog that fits your specific targeting constraints. With our custom data solutions, you can leverage data from your data management platform (DMP) or from a data partner to create unique custom audiences that meet your particular targeting needs.



What Are Custom Data Solutions?

Our custom data solutions allow you to leverage first-party data from your data management platform or third-party data from a data partner.

How It Works



When it comes to data, there are limitless options. Our custom data solutions enable the ability to create bespoke audiences for your unique needs. After evaluating your campaign and audience objectives, our team can provide audience suggestions through our extended partnerships with nearly a dozen data partners.

To have a custom audience created for your campaign, reach out to your Strategist with the name of the advertiser account, the campaign details including campaign budget, flight dates, target audience, campaign goals, geolocation, and KPIs. CPMs vary based on the provider and audience.



Use Cases

Importing First-party Data: Bring your customer data and segmentation closer to your digital media buying. Connect your DMP such as Adobe's DMP and Marketing Cloud, with Choozle to reach relevant audiences, make informed decisions in real-time, and maximize your efforts. These data segments using first-party data from your DMP are then available at a \$0 CPM to use in any of your campaigns.

Search Retargeting: Expand your search strategy to display advertising with search retargeting (also known as search targeting) through specialized data partners including Cross Pixel, Datonics, and others. This audience-based targeting approach enables the ability to reach users on other sites based on their search queries.

Site Conquesting: Stay ahead of your competitors by creating a custom audience of users that have visited competitor websites or locations. For example, through our partners Dstillery and NinthDecimal, we can create a custom audience for a B2C brand of people who regularly visit H&M, Forever 21, and Sephora's websites.

SIC Code/NAICS Code: Niche audiences are common with B2B campaigns. Leveraging data partners like LiveRamp B2B, Dun & Bradstreet, Bombora, you can get very specific. Create a custom audience based on the specific SIC or NAICS codes, as well as any other firmographic data, to use in your digital advertising campaigns.

Account-based Targeting: Your specific buyer personas are unique, which means your audience needs are unique. Referencing a list of your target accounts, Dun & Bradstreet can build a custom audience that meets your needs by tapping into 300M+ business records and mapping the data to 350M+ cookies and mobile device IDs.



Notes & Best Practices

- Custom data solutions are a part of Choozle's Supported Solutions and can be implemented with the help of our Client Experience team. Reach out to us to learn more.
- Data partners for B2B campaigns include Bombora, Dun & Bradstreet, and LiveRamp B2B.
- Data partners for B2C campaigns include Cross Pixel search retargeting, Dstillery, Epsilon, Factual, Oracle, and PushSpring.
- Keep in mind the parameters you set for a custom audience before adding additional targeting parameters.
- Allow 10-15 business days for custom audiences to be created.

Custom Data Solutions: Search Retargeting

Expand your search strategy to include display advertising with search retargeting . Leveraging specialized data partners like Cross Pixel and Datonics, this audience-based targeting approach enables the ability to reach users based on their search queries.



What's Search Retargeting?

Search Retargeting, also known as search targeting, is a tactic that utilizes the search and browsing activity of online users to curate a targetable audience who you can advertise to while they're in-market. Different from site targeting, search retargeting can target users who may not have visited a certain site before but have browsed similar sites and keywords.

How It Works



Search Retargeting, which is part of our custom data solutions, enables the ability to create bespoke audiences for your unique needs. Choozle works with specialized data partners including Cross Pixel, Datonics, and others to create segments based on search behavior which can be used to power search retargeting campaigns. Search retargeting is a great tool for targeting searchers of a client's brand or for competitive conquering (targeting searchers of rival brands).

Working with your Account Manager or by submitting a ticket to the Choozle Support Center, you can create a list of keywords, including broad, exact, and phrase matches, that are relevant to your brand or service to reach customers at the moment they're actively shopping for your product or service. Search Retargeting data providers identify and harvest the search activity on over 650 million users worldwide and capture the specific keywords users are searching for in the URL, title, body, and meta tag of publisher sites.

Once a Search Retargeting audience is created by the third-party data partner you can add them to the Audience Builder in the Audience Catalog, and save it to your custom audiences for targeting.



Notes & Best Practices

- Search Retargeting is a part of Choozle's Supported Solutions and can be implemented with the help of our Client Experience team. Reach out to us to learn more.
- Continued on next page.



Notes & Best Practices

- Cross Pixel can craft audiences based on the number of intent signals.
 - If you want to ensure the user is showing intent, we could ask to only include users who have shown at least three intent signals on keywords. Furthermore, Cross Pixel can “score” individual keywords and make some keywords in your list more valuable than others.
 - For example, for a Subaru dealership in Colorado, “car shopping” might be worth one point, “dealership in Denver” could be worth two points, and “Subaru legacy for sale” might be three points. We could then only target users who have accrued five points or more. Cross Pixel recommends this for keyword lists that have a lot of room to scale, so this would likely be best suited for a search retargeting ad group with >\$5k-\$10k of spend per month.
- Keep in mind the parameters you set for a custom audience before adding additional targeting parameters.
- Allow 10-15 business days for custom audiences to be created.

Lookalike Modeling

Put your first-party data to work to enlarge the reach of your campaigns and find new customers. With lookalike modeling, you can reach new people who are likely to be interested in your product or service because they're similar to your top customers. Lookalike modeling takes your best asset and scales it, making it an extremely powerful and efficient advertising tool.



What's Lookalike Modeling?

Lookalike modeling takes a seed audience and uses it to model a broader audience with similar traits and behaviors.

How It Works



Taking a high-performing first-party data set or custom audience, our data partners can model the user profiles of a given audience and find data segments that contain similar user profiles.

To create a lookalike audience for your campaign, reach out to your Strategist with details of the custom audience you'd like to model the lookalike audience after, the name of the advertiser account, and the campaign details including the total budget, flight dates, goals, geolocation, and KPIs.



Notes & Best Practices

- Lookalike modeling is a part of Choozle's Supported Solutions and can be implemented with the help of our Client Experience team. Reach out to us to learn more.
- Allow 10-15 business days for custom audiences to be created.
- Pixels or CRM lists need to have approximately 30,000-40,000 uniques in order to run a lookalike model.
- Test different providers to give your campaigns more reach on specific data segments. You can use the Brand Data tab of your detailed report to optimize and refine based on the performance of each data element and each provider.

Dynamic Passback Tracking

Many marketers struggle to accurately track and demonstrate return on ad spend for their campaigns. A step beyond clicks and impressions, dynamic passback tracking allows marketers to surface revenue and other custom, site-specific data points in their reporting, opening up a wealth of opportunity for optimizations.

What's Dynamic Passback Tracking?

A dynamic passback tag gives you the ability to integrate site-specific parameters into your Choozle reporting. By default, dynamic passback tags include revenue, currency, and order ID, with the ability to add up to 10 customizable site parameters.

TD1	TD2	TD3	Impression Count	Display Click Co
Event	Astology Exhibit	Adult	22	
Event	Animal Exhibit	Adult, Child	2	
Event	Astology Exhibit	Adult	3	
Event	Astology Exhibit	Adult	24	
Ticket	Space Exploration	Senior	5	
Ticket	Space Exploration	Adult	26	
Ticket	Animal Exhibit	Child	1	
Ticket	Space Exploration	Senior	42	
Event	Astology Exhibit	Adult, Child	10	
Event	Astology Exhibit	Adult	11	
Ticket	Space Exploration	Senior	6	
Ticket.Ticket	Animal Exhibit	Senior	3	

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How It Works



Commonly used for revenue reporting, dynamic passback tracking is a customized tag that collects specified dynamic parameters on a conversion page. In addition to the default data points, you can also collect other parameters such as product names, cart contents, SKUs, or categories.

To leverage dynamic passback tracking, reach out to your Strategist with the name of the advertiser account, campaign budget, flight dates, and goals, as well as your website URL. The Strategist will then generate a unique dynamic passback tag with placeholder parameters for you to swap out with your site-specific parameters.

Work with your Strategist to set up a custom scheduled conversion details report, including all specified parameters being passed back from your site.



Notes & Best Practices

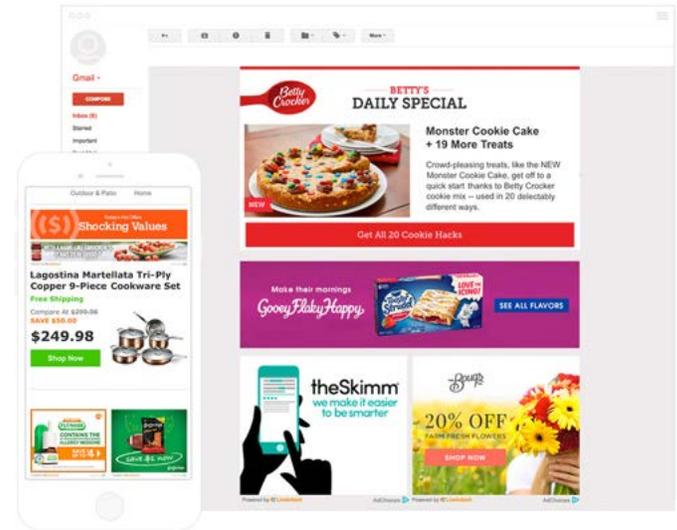
- Dynamic passback tracking is a part of Choozle's Supported Solutions and can be implemented with the help of our Client Experience team. Reach out to us to learn more.
- The character limit for dynamic parameters is 64 characters. Avoid using spaces in the parameters you insert, as spaces can break the tag.
- The data passed back from dynamic parameters is only available in a custom conversion details report. Work with your Strategist to create a custom reporting schedule.
- If the final conversion page is hosted on an e-commerce platform versus your website, you'll need the ability to add a custom tag on the e-commerce platform.

People spend, on average, 6.3 hours per day checking email—that's more time than spent on Facebook or watching TV. Email advertising, powered by LivelIntent, allows you to advertise within the newsletters of premium publishers like Biz Journals, Bon Appetit, CNET, Country Living, AdWeek, Deadspin, and Fodor's to reach these opted-in and highly engaged users.



What's Email Advertising?

Email advertising, powered by LivelIntent, is a unique, unduplicated source for premium native and display advertising inventory. LivelIntent is the only supply vendor that can advertise within email newsletters from premium publishers like The Wall Street Journal, Target, Women's Health, and more.



How It Works



LivelIntent needs to approve an advertiser account before allowing access to their inventory. Reach out to your Strategist if you're interested in leveraging LivelIntent, and they'll work with you to obtain access. Your Strategist will then manually add LivelIntent as a supply vendor to your ad groups.

As for how the tactic itself works, a user needs to subscribe, confirm their subscription, log in to their email, and then open the email and click to enable images for the LivelIntent pixel to fire and the user to see the ad. The triple opt-in ensures complete transparency and fraud-free ads.



Notes & Best Practices

- Email advertising is a part of Choozle's Supported Solutions and can be implemented with the help of our Client Experience team. Reach out to us to learn more.
- Long-tail, aggregator inventory is unavailable with this targeting tactic.
- Media buyers can apply cross-device targeting, contextual category targeting, site lists, and first and third-party data.
- LivelIntent only serves one to three ads per email (around 60-70% of which are above the fold).

Device ID Onboarding & Targeting

In a mobile-driven world, marketers need to engage with mobile audiences with greater precision. Device ID targeting gives marketers a better way to leverage their first-party data and deliver an increasingly reliable and robust audience than when using cookie-based targeting.



What's Device ID Onboarding?

The Device ID Onboarding tool, powered by LiveRamp, allows you to bring in mobile audiences and create highly-targeted custom audiences.

What's Device ID Targeting?

Device ID targeting allows you to activate onboarded data within a campaign to reach a highly-targeted first-party audience with greater precision.

How Device ID Targeting Works



Device ID onboarding and targeting is a form of first-party data targeting that enables marketers to target individuals based on their mobile device ID. Similar to CRM Onboarding, users can upload a list of device IDs to use within their target audiences almost immediately.

Unlike laptop and desktop devices, mobile devices are rarely shared by multiple users. The majority of the time, only the owner is using the mobile device. This means that the tracked device usage for a device ID usually correlates to a single person. The resulting usage profile is likely to be more accurate than it is for a desktop computer that may have two or more different people using it regularly.

Choozle only accepts software-based advertising device IDs as these can be disabled and/or reset by the consumer. The type of device IDs accepted are as followed:

Type	Description	What They Look Like
IDFA	Apple's Identifier for Advertising on the iOS operating system	EA7583CD-A667-48BC-B806-42ECB2B48606
AAID	Google's Android Advertising ID	cdda802e-fb9c-47ad-9866-0794d394c912



Notes & Best Practices

- Device ID onboarding and targeting is a part of Choozle's Supported Solutions and can be enabled with the help of our Client Experience team. Reach out to us to learn more.
- Device ID targeting is an ideal tactic for brands looking to reach mobile-first audiences such as e-gaming, political advertising, or app downloads.
- Uploaded device IDs must be in the IDFA or AAID format which follow a pattern (ie - IDFA = EA7583CD-A667-48BC-B806-42ECB2B48606, AAID = cdda802e-fb9c-47ad-9866-0794d394c912). Encrypted or hashed device ID files cannot be accepted.
- List sizes must be greater than 2,000 device IDs due to privacy restrictions.
- Lists with uploaded device ID expire after 30 days. To use these IDs in a campaign or ad group, you will need to re-upload the list of device IDs with the same file name as the original file. The custom audience will update automatically.
- Device ID onboarding and targeting are only available in the United States.
- By uploading data, you acknowledge you have the right to utilize the data, and for this express purpose. You're also authorizing that you have explicit opt-in privileges to use these audiences and include any and all opt-out options within your website's privacy policy.

Custom Data Solutions: Site Conquesting

Target users searching your competitors' keywords and branded terms with site conquesting. Offered as a Custom Audience Solution within our Supported Solutions, Choozle leverages our specialized data partner, Dstillery, to create a custom data audience that includes a modeled audience of people that have searched or visited your competitors' websites.



What's Site Conquesting?

Site conquesting is a competitive targeting tactic that uses the behavior of a user profile interested in your competitor's products or services to then reach them with digital advertising.

How It Works



Choozle partners with Dstillery to create segments based on behaviors that can be used to power site conquesting. Site conquesting can target users who may not have visited your specific site before but have been browsing similar competitor websites.

For example, through our partner Dstillery, we can create a custom audience for a B2C brand of people who regularly visit West Elm, Crate and Barrel, and World Market.

To build site conquesting segments, Dstillery analyzes over 10 million attributes of the consumers they see visiting competing websites. Attributes include websites visited, apps used, and locations visited. The attributes that index highest for these consumers are placed into an AI model, which then finds new devices that share those attributes. The creation of a custom audience using site conquesting is subject to a minimum of one million impressions per month.



Notes & Best Practices

- Site conquesting is a part of Choozle's Supported Solutions and can be implemented with the help of our Account Management team or through the Choozle Support Center. Reach out to us to learn more.
- The creation of a custom audience using site conquesting is subject to a minimum of one million impressions per month.
- Allow 48 to 72 hours for the creation of a custom audience.
- Limit additional targeting when you can. We recommend these segments as standalone strategies when possible.