



How Choozle Increased its conversion rate by 41%

Using LiveRamp B2B third-party audiences to target against decision makers at SMB agencies

LiveRampB2B Case studies

choozle

The Challenge

Choozle is a self-serve marketing technology platform, bringing together the sophistication of multiple digital advertising tools—demand-side, data management, and smart tag management— into a single platform. As marketers for a self-serve demand-side platform, Choozle must practice what they enable their customers to do, and do it effectively.

Choozle wanted to run a specific campaign to target small- and medium-sized media agencies. Their marketing team needed to find a new solution after using IP-based targeting and seeing inefficient CPMs.

The Solution

LiveRamp B2B consulted with Choozle to determine their needs and appropriate solutions. Together, they settled on using third-party data from B2B data providers, including Bombora, to create custom audiences. LiveRamp B2B was able to model an audience to target users based on firmographic data like the Standard Industrial Classification (SIC: a system for classifying industries by a four-digit code), the North American Industry Classification System (NAICS: codes used by businesses and government authorities to differentiate types of business according to their process of production), and by filtering by professional roles like “decision makers.” The resulting audience was created within 48 hours and was delivered to Choozle’s own distribution platform for targeting.

During the campaign, LiveRamp B2B’s data experts offered a variety of different optimization suggestions and were able to implement additional firmographic attributes, namely sub-SIC codes, to increase performance.

The Results

The resulting marketing campaign was one of Choozle's highest performing campaigns measured on accuracy, value, and performance.

Outcomes included:



44%
increase
in CTR

By switching from IP-
targeting to LiveRamp B2B



59%
decrease
in CPA

By switching from IP-
targeting to LiveRamp B2B



41%
increase in
conversions

That resulted in marketing
qualified leads (MQLs)



497:1
return on
ad spend (RoAS)

“Our team has a unique challenge as marketers for a self-serve demand-side platform. We face similar challenges that our own customers have in reaching a target audience. Using LiveRamp B2B data helped us be the most thoughtful and precise while still being remarkably efficient with our budgets.”

Megan Sullivan-Jenks, Director of Marketing & Communications at Choozle

Next Steps

With the ongoing success of this partnership, Choozle and LiveRamp B2B are exploring partnering together to activate this audience in other platforms. LiveRamp B2B is also working with Choozle to expand their offerings into other Choozle campaigns, such as paid social media channels.

Visit [LiveRamp.com](https://www.liveramp.com) to learn more.