choozle

Campaign Planner Guide

The Campaign Planner is intended to provide a general framework for building your digital advertising campaign strategy. Schedule a campaign activation call and our team can help tailor this framework to your campaign's unique budget, objectives, or requirements.

1. COMPLETE CAMPAIGN PARAMETERS

✔ The first step in creating a digital advertising strategy is to outline the details of your campaign. These details can help guide you in determining the tactic that will provide the best results.

BUDGET	**PRIMARY GOAL**	**FLIGHT DATES**	**GEOLOCATION**
Select a monthly budget.	*Select reach, CPA, CPC, or CTR.*	*Set the dates you want the campaign to run.*	*Set the location you want the ads to be shown.*

2. SELECT TARGETING TACTICS & STRATEGIES BASED ON MONTHLY BUDGET

✔ Knowing the monthly budget of your digital advertising campaign can help determine what tactics and strategies to use. To help guide you in selecting tactics that could work best with your budget, use the appropriate monthly budget bracket, and select the recommended quantity of strategies.

However, this is merely a general framework to begin building your strategy. It's important to consider the length of your sales cycle and other aspects where you might want to adjust your tactics outside of this framework.

$ $5-10K
Monthly Budget

Choose 2-4* of the following:
- ☐ Geolocation & Postal
- ☐ Data
- ☐ Retargeting
- ☐ Contextual Keyword
- ☐ Contextual Site
- ☐ Contextual Category

$ $10-20K
Monthly Budget

Choose 3-4* of the following:
- ☐ Geolocation & Postal
- ☐ Data
- ☐ Retargeting
- ☐ Contextual Keyword
- ☐ Contextual Site
- ☐ Contextual Category
- ☐ CRM
- ☐ Audio

And 2 of the following:
- ☐ IP Address
- ☐ Video
- ☐ CTV & Private Marketplace
- ☐ Any Supported Solutions

$ $20-40K
Monthly Budget

Choose 4-5* of the following:
- ☐ Geolocation & Postal
- ☐ Data
- ☐ Retargeting
- ☐ Contextual Keyword
- ☐ Contextual Site
- ☐ Contextual Category
- ☐ CRM
- ☐ Audio

And 3 of the following:
- ☐ IP Address
- ☐ Video
- ☐ CTV & Private Marketplace
- ☐ Any Supported Solutions

$ $40K+
Monthly Budget

Let us help.

Reach out to your Account Manager to build a customized strategy baased on your objectives.

*You may use a tactic more than once if you would like to target different segments.

Strategies	Primary Goal	Description	Cost	Best Practices
Standard Tactics				
Geolocation & Postal	• Awareness • Engagement • Conversion	Geolocation targeting allows you to target countries, cities, neighborhoods, or regions by postal code.	No cost, except for media placement fee.	• All countries, states, provinces, regions, and cities/DMAs are available. • For more granular targeting, postal code lists can be used.
Data	• Awareness • Engagement • Conversion	Target users based on their user profiles. With over 60+ third-party data brands, you have access to thousands of data segments to create a custom audience of user profiles.	Ranges from a $1 to $12 data CPM based on reach of the audience.	• Cost incremental based on segments used. • This is based on a fixed-dollar or percentage-cost model.
Private Marketplace	• Awareness • Engagement	Access premium publisher inventory with pre-negotiated private marketplace deals.	Ranges from a $10 to $60 CPM depending on the placement.	• Bid a minimum of $0.10 CPM above the price floor to be competitive in the auction for this inventory.
Retargeting	• Awareness • Engagement	Retargeting is a form of online advertising that can help keep your ads in front of bounced traffic after they leave your website.	No cost, except for media placement fee.	• Place the Smart Container Tag 30 days prior to the campaign launch to collect enough user profiles. • Consider segmentation of site traffic by product or position of the customer funnel.
IP Address	• Awareness • Engagement • Conversion	Target users who have been seen at certain IP addresses.	No cost, if using your own list; There's a $500 sourcing fee and $3 data CPM for every list sourced.	• Ideal for B2B campaigns. • Upload lists to include or exclude IP addresses to refine your ad group targeting strategy.
Contextual Site	• Awareness • Engagement • Conversion	Reach your audience while they're viewing related content, targeting by category or site.	No cost, except for media placement fee.	• Build a comprehensive list of sites for sufficient inventory. • Unselect the "continue bidding factor" to show exclusively on your contextual targeting selections.
Contextual Site	• Awareness • Engagement • Conversion	Rather than targeting by specific URLs, you can also target users by the publisher-defined category of the website they're on.	No cost, except for media placement fee.	• Build a comprehensive list of sites for sufficient inventory. • Unselect the "continue bidding factor" to show exclusively on your contextual targeting selections.

Strategies	Primary Goal	Description	Cost	Best Practices
Standard Tactics (continued)				
CRM	• Engagement • Conversion	Use a combination of the following identifiers: first and last name, email addresses, postal addresses, and phone numbers to target customers from your CRM database in your digital advertising campaigns.	• An additional $1 CPM for all records uploaded. • No additional data cost to use data once the list is uploaded and matched.	• Ideal for B2B campaigns. • Ideal for B2C campaigns with a long sales cycle or recurring purchase.
Specialized Creative Types				
Connected TV	• Awareness	Target audio ads to relevant geolocations and custom audiences through audio specific publishers like Spotify, Triton, AdsWizz, and TargetSpot.	Ranges from a $10 to $60 CPM depending on the placement.	• Bid a minimum of $0.10 CPM above the price floor to be competitive in the auction for this inventory.
Audio	• Awareness • Engagement	Target audio ads to relevant geolocations and custom audiences through audio-specific publishers like Spotify, Triton, AdsWizz, and TargetSpot.	No cost, except for media placement fee.	• Placements are available through private marketplaces or through the open marketplace. • For open marketplace audio deals, base bids start at $3 - $8 depending on the targeting audience. • For private marketplace audio deals, in your audio ad group, base bids should meet the price floor of the deal and range from $3 to $24.
Native	• Awareness • Engagement	Native advertising aims to entice customers with informative content that directs them to relevant materials and engage further with a brand.	No cost, except for media placement fee.	• Layer on broad targeting tactics. • Direct users to content for conversions.
Video	• Awareness • Engagement	Reach customers in-app, instream, and in-banner with this dynamic format.	Ranges from a $10 to $20 CPM depending on additional targeting constraints.	• Incremental cost based on bid strategy.

Strategies	Primary Goal	Description	Cost	Best Practices
Supported Solution Tactivs				
Geofencing & Geoframing	• Awareness • Engagement • Conversion	Reach customers based on precise mobile geolocation data.	• Geofencing is an additional $1.50 CPM. • Geoframing is an additional $2 or $3 CPM based on the provider.	• Set your base and max CPMs at a rate higher than standard display. • If you're applying a geofence or geoframe, we don't recommend layering on additional targeting constraints.
Custom Data Solutions	• Awareness • Engagement • Conversion	Leverage our extensive data partnerships to target a unique audience created to meet your specific target audience and drive performance.	CPMs vary based on provider and audience.	Custom audiences can be created for search retargeting, site conquesting, account-based targeting, lookalike modeling, and more.
Language Browser Targeting	• Awareness • Engagement	Refine ad placements by language browser and reach people in their desired language.	No cost, except for media placement fee.	Ensure that both your creative assets and landing page is in the language you are targeting.
Email Advertising	• Awareness • Engagement	Reach inboxes with native and display advertising inventory from premium publishers like Wall Street Journal, Target, Women's Health, and more.	Ranges from a $1.50 to $4 CPM depending on additional targeting constraints.	• Set max CPM to $10 or higher. • Limit cookie-based targeting to scale reach.
Device ID	• Awareness • Engagement	Reach customers based on the known number associated with their smartphone or similar handheld device.	No additional data cost to use data once the list is uploaded and matched.	At least 50,000 device IDs must be included for targeting.

Some targeting tactics are more expensive than others due to available inventory. Refer to our CPM Cheat Sheet when setting bids.