

Case Study

Focused on driving traffic and sales, Americom Marketing, a full-service advertising agency, ran digital advertising campaigns for a personal protective equipment (PPE) supplier. Choozle allowed the PPE supplier to advertise their equipment when other channels, like Facebook and Google, applied heavy restrictions. Employing static display ads with third-party data targeting, the PPE supply company saw a significant uptick in website traffic and overall sales.

The Objective

- Leverage display ads to target business owners, office managers, and engaged office supply shoppers via third-party data
- Drive e-commerce traffic and sales to the PPE supplier's website

The Solution

In leveraging Choozle's third-party data catalog, Americom Marketing created digital advertising campaigns to target office supply shoppers, business owners, and office managers separately. The team also added "Office Supply" and "Small Business" targeting categories and created a preferred site list with a bidding adjustment of 1.1x to reach office supply decision-makers in the right environment online. Their average CPM was only \$1.91, a small fraction of what they achieved on less-targeted traditional TV and radio buys.

They drove traffic to the e-commerce website through static display ads in top-performing sizes that resulted in not only e-commerce sales but also traditional sales via phone calls. During a time with so much confusion, restriction, and fraud happening in the marketplace, Americom Marketing valued having a trusted communications partner in Choozle.

Key Results

Choozle efforts accounted for
32.4%
of website traffic

\$1.91
average CPM

"Choozle really came through for us and helped us drive much-needed traffic and impressions for our client. Choozle helped us give our client and their customers a lifeline."

-Blake Royer, Americom Marketing