

## Case Study

As a growing B2B SaaS product, CallTrackingMetrics was focused on how they could reach their target customer throughout the buying cycle. Levering the Choozle platform, CallTrackingMetrics was able to stand out among the crowd while driving significant ROI.

### Key Result

**30%**  
CPA decrease  
**Q/Q in 2020**

### The Objective

- Engage potential customers at the right moment to drive interest
- Generate qualified leads at an efficient cost-per-acquisition (CPA)
- Gain & maintain knowledge of programmatic advertising strategies and tactics

### The Solution

Looking to reach business decision-makers in-market for an all-in-one call tracking & contact center automation solution, CallTrackingMetrics leveraged various targeting strategies in Choozle to scale their digital advertising.

They looked to Choozle to power digital strategies & tactics to capture the customer at every step of their journey. They leveraged their first-party data in addition to third-party data, search & site retargeting, and served different creative by the audience and targeting tactics. Using a full-funnel approach, CallTrackingMetrics reached their target customer throughout the funnel by coupling their Choozle campaigns with other paid media efforts on channels like paid search & social to connect all the dots and reach potential customers.

In a recent campaign, Choozle enabled CallTrackingMetrics to reach a more refined audience, which increased their CTR by 20 percent by using data and CRM targeting. Their overall CPA was decreased by almost 30 percent by using the other top of funnel channels.

*“Working with the Choozle team has been absolutely fabulous. What I love most about the team is that they are super proactive and truly understand marketing. We’ve found Choozle one of the best, engaging, and most cost-effective marketing strategies to date. The results speak for themselves!”*

**-Lisa Salvatore, Senior Manager, Paid Media**