

Choozle Platform

VS

Build-your-own Stack

Are you thinking about building your own tech stack? It may be worth it to think again. By comparing the advantages and disadvantages of both cost and time of building a full technology stack versus using a singular platform, it'll give you the confidence to know that you are heading in the right direction.

Platform Access

Choozle Platform

\$99 /mo.



Web Analytics

Build-your-own Stack

\$10,000 /mo.



CRM Onboarding

\$200 /mo.



\$10,000 /mo.

Tag Management

Included



\$10,000 /mo.

Third-party Data Access

Included



\$20,000 /mo.

Demand-side Platform

Included

no minimum



\$25,000 /mo.

minimum

Ad Fraud Protection & Brand Safety

Included



\$10,000 /mo.

Ad Server

Included

\$1,500 /mo.

Minimum Cost

\$299 /mo.

+ your media spend

\$61,500 + 25,000

minimum media spend per month

Time Investment

Campaign Setup



30 minutes



60 minutes

Campaign Optimization & Reporting



60 minutes



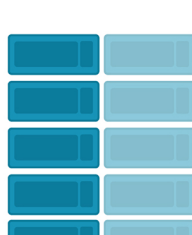
180 minutes

Campaigns per Month



15-20

campaigns per month



5-10

campaigns per month

Onboarding



1 month



3-6 months

Support

8 hours

of dedicated support per month



dedicated support only after

minimums

are met

Conclusion

choozle

With Choozle you can spend **\$299** per month, with **no minimum** media spend or lengthy contract, and get access to **~\$61,500** of software and technologies.

The included amounts to leverage the different technologies are based on a customer spending ~\$10,000 per month in media spend with Choozle. Factors like using advanced targeting tactics, various optimization strategies, and more will change the cost and time estimates.

choozle

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