

Conversion Tracking

Conversion tracking measures how well your campaign is driving target users to take the desired action, e.g., subscribing to your email newsletter, purchasing your product, or creating an account.

WHAT'S CONVERSION TRACKING?

A tool that shows if a campaign is converting target users. Conversions are tracked by the Choozle Smart Container Tag.

HOW IT WORKS



Conversion Library

Create and apply conversion events for your digital advertising campaigns in the Conversion Library. Tracked by the Choozle Smart Container Tag, saved conversions are available for use in your Choozle campaigns. You can track up to 25 conversion events per campaign, but you can add an unlimited number of conversion events to the conversion library, which you can reuse in any campaign at any time.



Cross-Device Targeting

Cross-device targeting matches your custom audiences on other devices to unlock added inventory when enabled at the campaign level. You'll also receive expanded conversion tracking across all ad groups. Cross-device targeting is available for an added additional \$1 CPM.



Best Practices

- To track conversions on external sites, the Choozle Smart Container Tag must be placed in the website header.
- Leverage the conversions available in the Conversion Library to make building a retargeting audience for upselling or an exclusion for converted customers easier.
- Cross-device targeting is applied at the campaign level and charged as a \$1 CPM on ad groups with a custom audience.