

Smart Container Tag

With the Choozle Smart Container Tag, you can effortlessly track conversions and converted users, explore a data visualization of your website traffic, and identify website visitors so you can retarget them later. You can consolidate your marketing actions into a single source, without the need to involve website developers, to begin:

- Building retargeting audiences for ad campaigns
- Tracking conversion events for campaigns

WHAT'S THE SMART CONTAINER TAG?

The Choozle Smart Container is a small, secure piece of code placed within the universal header of your website and an essential component of the efficiency and automation Choozle provides. The Smart Container is IAB-Certified which means that your brand can use it without fear of any inconspicuous behavior, including malware. The tag tracks conversions, gathers audience insights, and collects user pools for retargeting campaigns.

HOW IT WORKS

- 1. Unique Code Snippet:** When you sign up for Choozle, a unique code snippet is created for each individual account.
- 2. Access Code Snippet:** Get your code snippet on the Choozle Account Overview page or in Manage My Sites.
- 3. One-time Placement:** The code snippet only needs to be placed once in the universal header of your website.
- 4. Automatic Tracking:** After that, the tag automatically tracks conversions, which can be created and applied to your campaigns in the Conversion Library, and collects user profiles for all pages where the tag is placed, saving you time and resources.

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Campaign Conversions

Using the Choozle Smart Container Tag, you can automatically track conversion events driven by your digital advertising campaign. Conversion tracking is any event that leads to another URL or page where the Smart Container Tag is placed. Up to five different conversion events can be used for each campaign. You can use conversion events across different campaigns.



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, from which you can reuse in any campaign at any time.



Best Practices

- **Compatible Solutions:** The Choozle Smart Container Tag is compatible with other tag management solutions.
- **Tracks Campaigns:** The tag provides tracking for all active campaigns on your account.
- **One-time Placement:** The code snippet only needs to be placed once in the universal header of your website.

