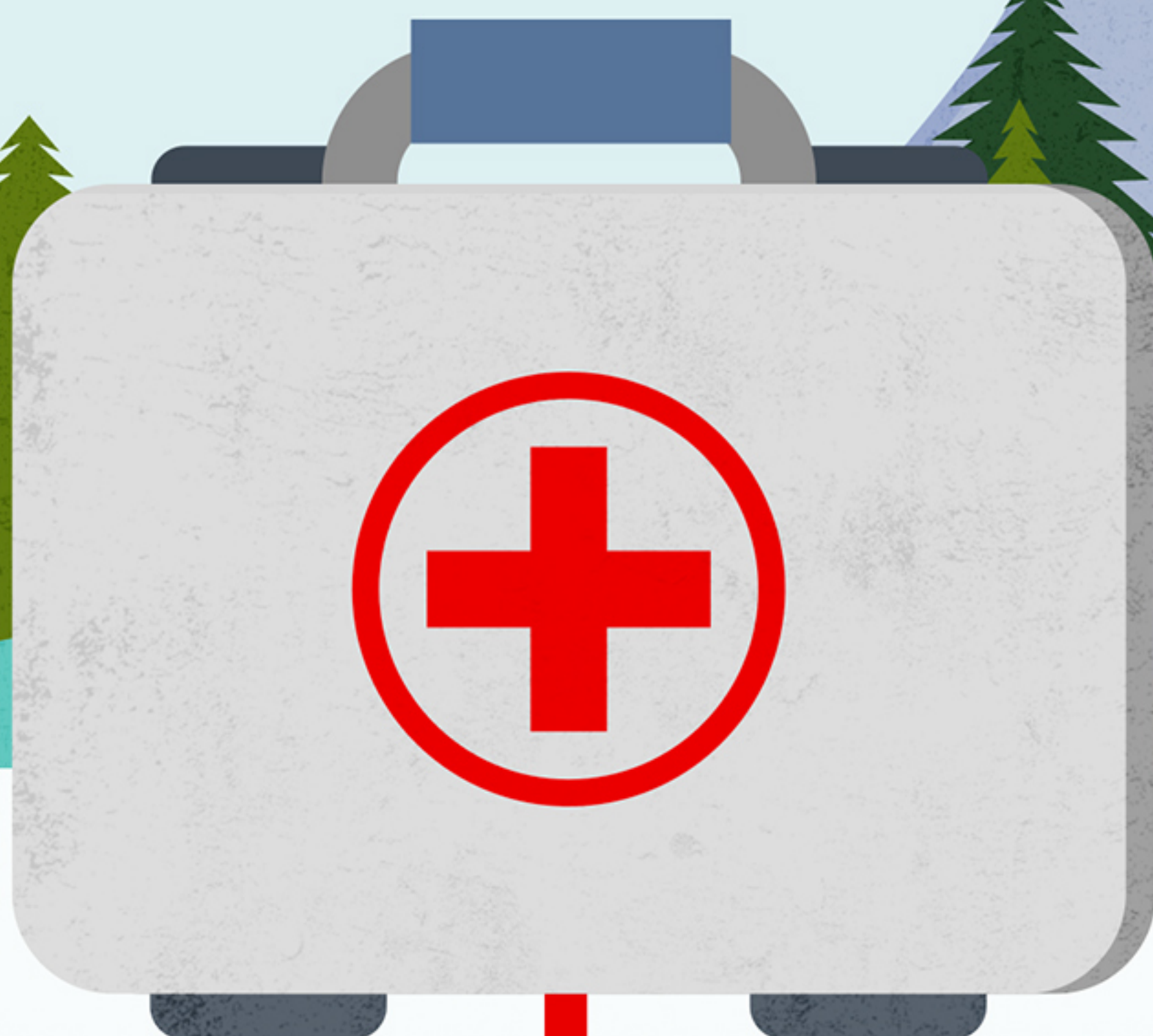
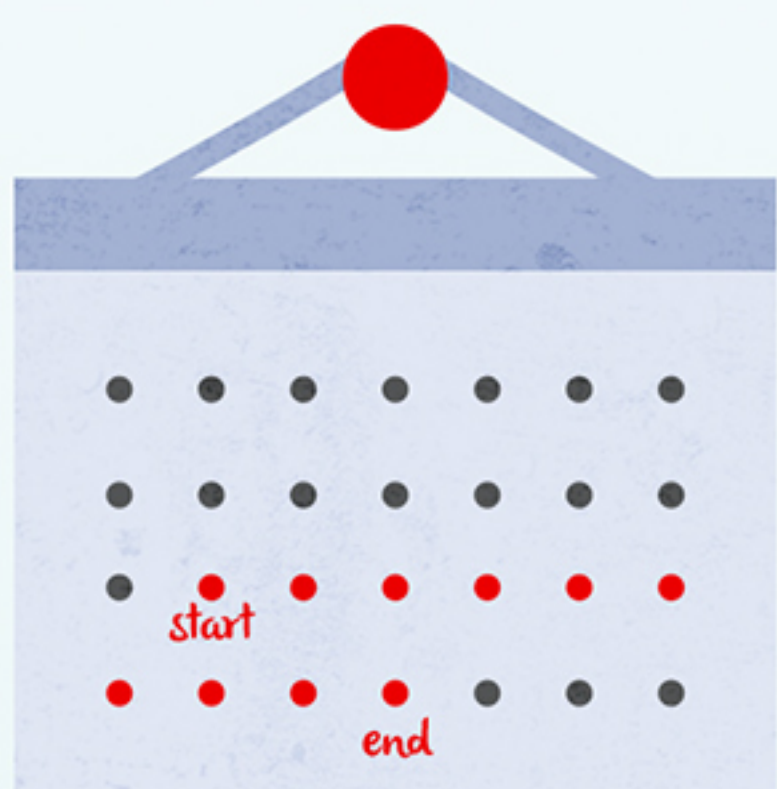


YOUR DIGITAL ADVERTISING SURVIVAL KIT

So, you're planning on heading into the forest of Campaign Launch? Don't forget to pack your handy Choozle Survival Kit.



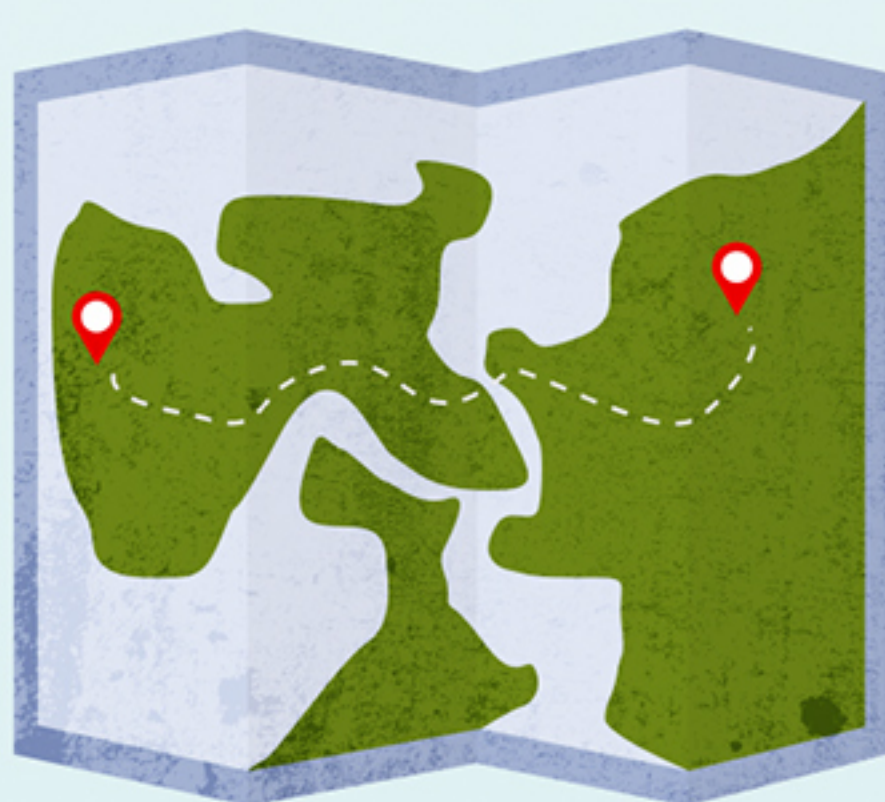
1. GOAL (REACH, CPC, CPA, CTR)
Set the goal of your campaign before heading out into the forest.



3. FLIGHT DATES
Don't forget your start and end dates.



5. CAMPAIGN PLANNER GUIDE
Still feeling uneasy? The Campaign Planner Guide can help you plan for your campaign.



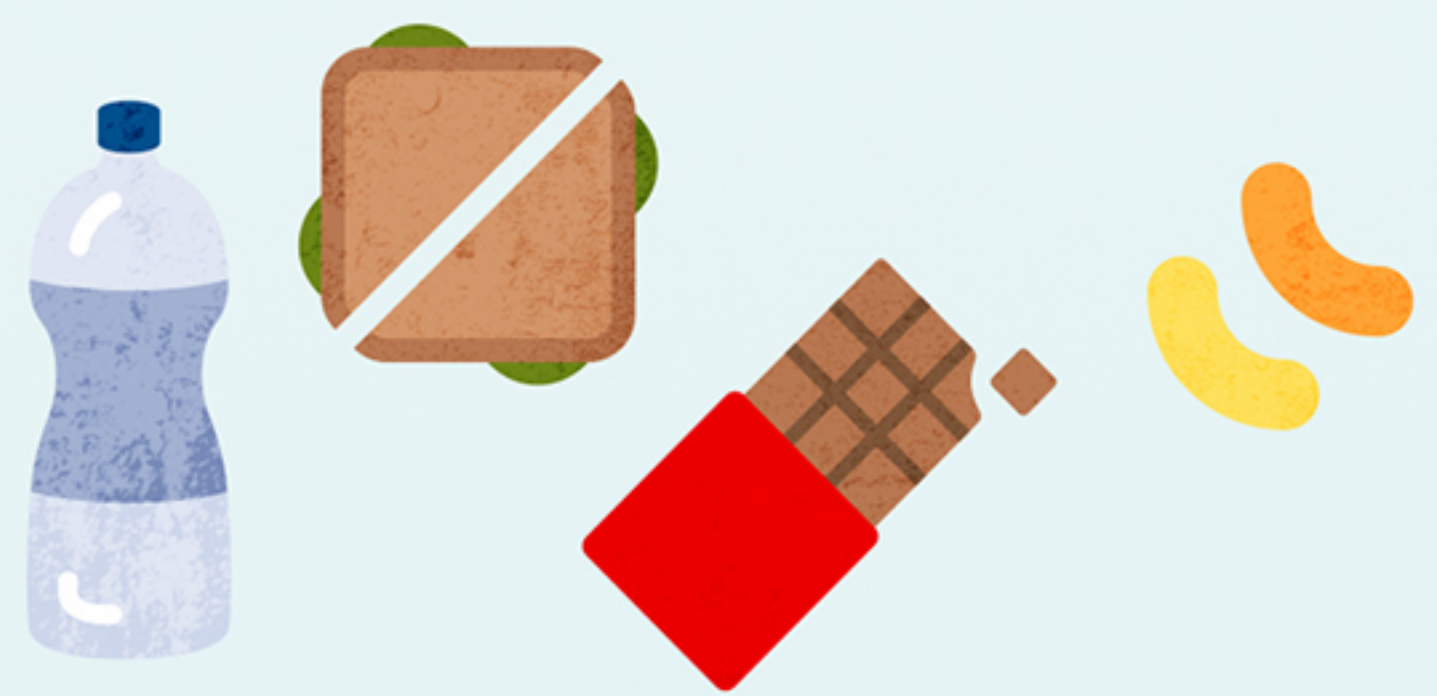
7. CPM CHEAT SHEET
Always pack the map to guide you through the CPM maze.



2. BUDGET
Remember to bring money to keep that campaign fire burning.



4. AUDIENCE
Know who you want to engage with out in the wilderness.



6. CREATIVES
Dynamic creatives will help draw your target in.