## **Managed Services**

Managed Services at Choozle allow you to take a backseat role in digital advertising campaign execution and management. Your dedicated Strategist will monitor campaign pacing and performance and make optimizations based on predetermined KPI goals to ensure the initiative is successful.

## **Benefits**

- Proposal creation, strategy advisement, and complete campaign management
- Weekly reporting and optimization recommendations provided throughout the campaign lifetime
- Complete transparency into campaign's performance
- Access to beta products that are not yet available for self-serve advertisers
- 8 support hours per month with dedicated Strategist
- Advisement on transitioning to self-serve operations
- Two business day turnarounds for campaign proposals and setups

## Qualifications

- Additional 10% management fee
- \$10K/month per advertiser minimum spend
- \$2K/month per ad group recommended

## **Managed Services Timeline**

Week 1	Week 2	Week 3	Week 4
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Ongoir	ng Support: Access to a dedicated C	Choozle Strategist for questions &	insight.
Ongoing Education: Weekly v	vebinars, access to knowledge base	e of industry articles & topics, & fu	: III access to Choozle Academy.
Proposal & IO creation for execution	Asset delivery		
Master Account creation (if applicable)	Campaign set up & launch		
Smart Container implementation & Q/A		Optimizations: Choozle will optimize the campaign based on pac & performance metrics throughout the lifetime of the campaign	
			de weekly reporting, including a nade, & a final wrap up report.