

## Political Candidate - Case Study



**Client:** US House Congressional Candidate

**Flights:** October 1st - February 28th

**Budget:** \$255,255

**Goal:** Force a runoff against the current party incumbent by generating a higher percentage of votes than four additional candidates and keeping the incumbent below a majority vote share.

**Approach:** We utilized a holistic digital approach, including politically-specialized programmatic DSPs, regular DSPs, Social Platforms, and Google Search, to corner as much unique reach and market share as possible. Utilizing individual tactics within each of these channels, including 1st Party Data Matching, Retargeting, Lookalike audiences, and multiple additional platform-specific targeting efforts, the campaign focused on maximizing awareness, reach, and generating interest in the candidate and their specific stance on political issues. A variety of creative assets and message positioning were used for continued testing and optimization based on what resonated the most with potential voters and generated the most engagement over time.

### Campaign Performance/Data

Digital Channel	CTD Spend	Impressions	eCPM	Clicks	CPC	CTR
Programmatic Pre-Roll	\$78,397	3,028,781	\$25.88	9,928	\$7.90	0.33%
Programmatic Display	\$43,739	5,607,779	\$7.80	7,713	\$5.67	0.14%
Programmatic OTT	\$58,366	1,401,699	\$41.64			
YouTube	\$14,264	575,159	\$24.80	977	\$14.60	0.17%
Facebook	\$45,497	1,702,614	\$26.72	4,992	\$9.11	0.29%
Google Search	\$12,964	192,026	\$67.51	8,773	\$1.48	4.57%
Programmatic Retargeting	\$2,030	176,019	\$11.53	671	\$3.02	0.38%
<b>Total:</b>	<b>\$255,255</b>	<b>12,684,077</b>	<b>\$20.12</b>	<b>33,054</b>	<b>\$7.72</b>	<b>0.26%</b>

**Outcome:** The candidate was able to generate a higher percentage of the vote than the four additional candidates, securing 19.4% of the overall votes, and limiting the incumbent to 40.5%, preventing an outright majority win and forcing a runoff.