

Political – Candidate Digital Marketing Case Study



Client

Our client was a candidate running for governmental office and looking for an edge in his campaign.

The Challenge

Legislative campaigns in Kentucky are non-partisan because of the down-ballot nature of these races and are typically focused on name ID instead of larger campaign issues.

In the digital advertising campaign we needed to increase name ID for the candidates among likely primary voters.

The Plan

We planned to target every voter county-wide who had voted in the last three Democratic or Republican primaries.

We then leveraged IP Targeting to hyper-target Republican primary voters in an area with a heated Republican primary. We also IP Targeted fidelity Democratic voters in an area with a hotly contested Democratic primary.

The Results

The campaign was a success with 31% higher than expected win rates and with an overall win percentage of 75%.

We also found that in the hyper-targeted areas there was 17% more overall votes due to the digital marketing campaign.

Political – Ballot Initiative Digital Marketing Case Study



Client
Political Ballot Initiative

The Challenge
Internal tracking showed our client was trailing by 6-8 percent in a series of recent polls. With the impending election there was very limited time to use traditional media outlets to sway votes.

The Plan
We used IP Targeting & client-supplied data of those who had requested a ballot, along with data on voter registration. Then we scrubbed this data against our proprietary technology to deliver display advertisements to the targeted voter households. Over the course of one week we delivered 120K impressions to this list of likely supporters.

The Results
The overall digital campaign was a success with a 17 point improvement in our clients pole and a 60/40 margin election win. We also found that 95% of the funds raised were from the targeted households.

Political – Mayoral Candidate Digital Marketing Case Study



Client

Mayoral candidate was running for Mayoral Election and wanted to gain an edge in the campaign against his component.

The Challenge

The challenge was to cut out the noise of other candidate's ads by purchasing only relevant impressions that can deliver tailored messages to specific sections of the electorate.

The Plan

We worked with the candidate's team to plan and launch an online campaign that targeted 500,000 voters in LA, focused on Spanish- and English-speaking Latinos, aged 18-46. Our IP targeting technology can uniquely target Internet users within a specific household.

The Results

"According to a report published by the agency, they delivered over 7 million impressions for the Mayoral campaign in just over two weeks. Engage:BDR claims that the micro-targeting campaign bought between 10% to 17% better click-through rates for Spanish-speaking Latinos and English-speaking Latinos ages 18-46. While those returns might sound like another dry marketing statistic, they're—again—the reason why election campaigns want to know you better than you know yourself."

— Fast Company, Yes, Political Campaigns Follow Your Browser History

U.S. Registered Voters by Political Party

103.7 Million Opt-In Emails

Our database consists of U.S. Citizens who are registered voters, Democrats, Republicans, Independents, etc. The database is comprised of self-reported consumers that have contributed their information through opt-in online surveys, e-subscriptions, e-registrations and our extensive network of permission based websites.

State:	Democrats	Republicans	Independents	Registered Voters
AK	48,632	60,437	339	299,714
AL	409,033	564,942	2,170	2,041,337
AR	525,736	171,844	2,413	1,292,788
AZ	751,963	177,632	7,869	1,164,940
CA	4,712,787	1,190,655	18,552	8,169,494
CO	959,692	802,098	17,852	2,475,699
CT	687,830	316,639	2,328	1,619,256
DC	210,987	17,898	456	277,308
DE	217,125	114,584	89,437	443,946
FL	4,045,818	2,740,349	180,404	9,024,052
GA	1,078,933	792,954	13,116	2,696,318
HI	124,818	15,139	876	227,931
IA	277,422	378,822	1,510	933,459
ID	139,902	123,893	991	356,958
IL	1,865,249	674,649	11,784	3,627,033
IN	648,996	390,726	81,954	1,990,370
KS	253,613	161,823	3,024	754,118
KY	996,579	238,155	4,690	1,539,419
LA	1,097,134	538,600	14,621	2,123,194
MA	1,299,120	271,859	5,897	2,642,689
MD	992,599	282,898	8,201	1,704,752
ME	242,962	65,749	2,188	384,129
MI	1,317,937	845,377	3,765	4,991,062
MN	767,550	225,695	3,494	1,730,415
MO	868,624	370,207	4,708	1,833,218
MS	496,376	174,760	1,253	894,491
MT	81,650	18,953	1,064	198,304
NC	2,339,192	1,479,211	13,254	4,684,641
ND	61,282	9,343	1,014	95,396
NE	132,712	275,305	5,509	537,143
NH	164,962	132,869	19,246	404,030
NJ	1,308,315	595,999	105,755	2,768,219

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WA	969,270	269,449	5,762	2,083,046
WI	837,979	671,401	1,813	2,445,590
WV	215,772	27,057	1,246	349,418
WY	46,163	15,760	727	126,253
Total	47,545,626	22,183,714	999,749	103,729,120