

Political Candidate Campaign



THE CAMPAIGN | This Display campaign used a combination of Content, Contextual, Behavioral, Demo & Search/Site Retargeting to drive awareness of a congressional campaign. Specific ZIP codes within the candidate's district were targeted in order to reach the right voters.

OVERVIEW

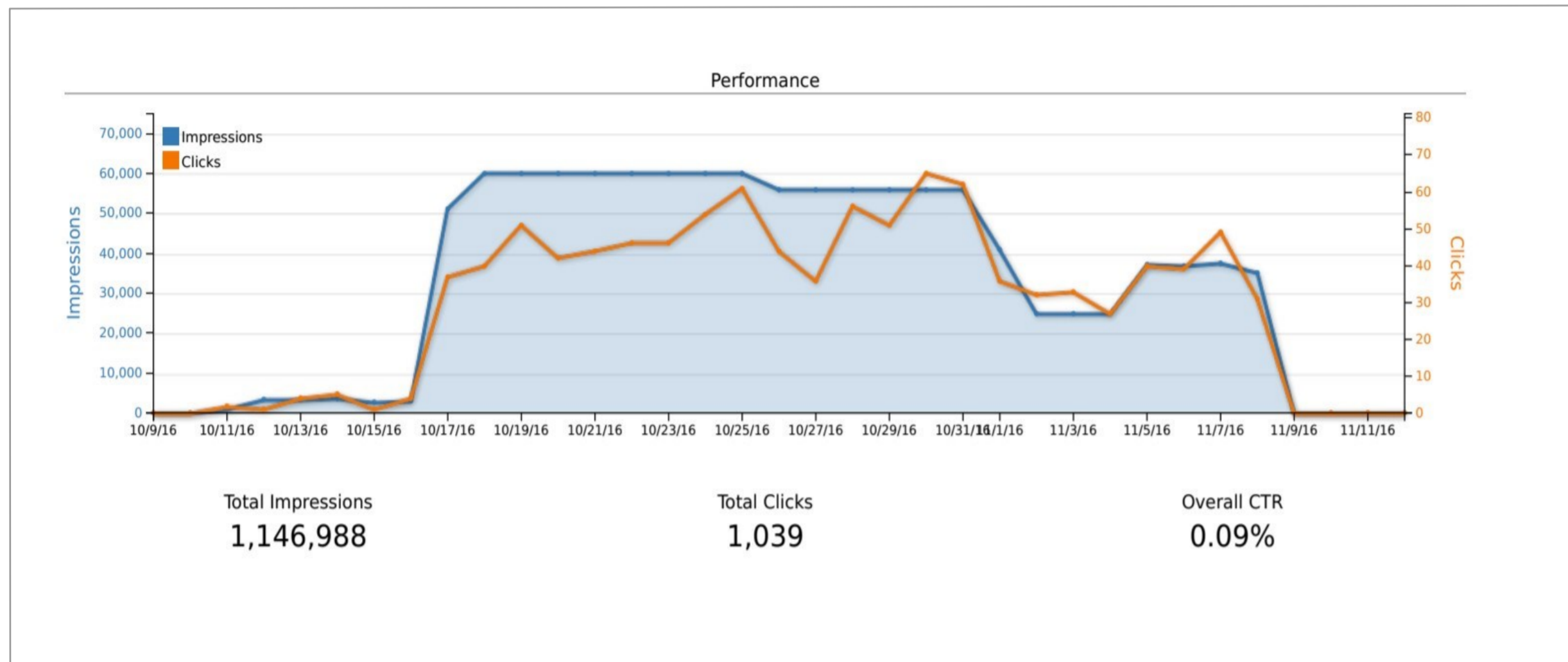
THE INDUSTRY | Government

THE GOAL |

Drive voter awareness of the candidate with the ultimate goal of winning the election

THE CHALLENGE | This political campaign coincided with the presidential election. This hyper-seasonability affected how easily the campaign gained audience reach

THE RESULTS | While gaining an above average CTR of .09%, this candidate had over 2,000 people come back and visit the website after seeing the ad!



THE TAKEAWAY | The campaign successfully targeted ZIP codes within a given area while also leveraging demographic data. This specific product blend is great for candidates running for office because of the ZIP code targeting capabilities. This ensures that the right potential voters are targeted and that the client's ad is given quality inventory.