# Case Study | Judicial Primaries

Background

IP Targeting has developed a revolutionary digital platform that focuses its targeted advertising to households, offices, hotels and university campuses based on their Internet Protocol (IP) addresses. IP Targeting combines off-line household and business information along with IP data to produce extraordinarily effective targeting segments that contain only qualified prospects. IP Targeting has a proven process that delivers the most relevant online advertising to your true audience while growing name recognition and increased campaign awareness.

Business Situation

The 2014 judicial primaries in Jefferson County KY were unusual in that there were a large number of open seats and several candidates ran for each of them. Jefferson County, the home of Louisville, KY, has a population of approximately 756,000 which makes it one of the top 50 metro areas in the United States. While IP Targeting worked with candidates in almost every judicial race in Jefferson County, they specifically designed a measurement experiment which was used in four races to assist in determining the efficacy of the IP Targeting campaigns for these races.
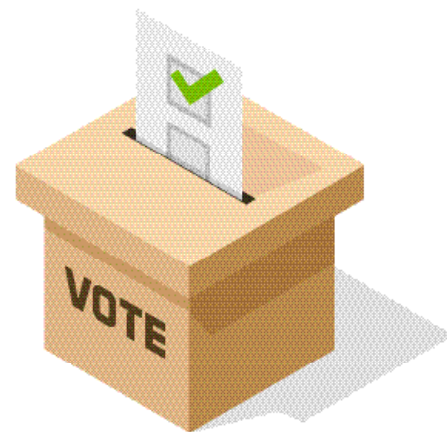
The Campaign

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. An important part of the digital advertising campaign strategy IP Targeting implemented, was to increase name ID for our candidates among likely primary voters. As such, IP Targeting targeted every voter county-wide who had voted in the last three or four Democratic or Republican primaries.

To take advantage of higher than average expected turn-out in two areas (caused by heated local primaries), IP Targeting hyper-targeted those two areas with an extra flight of display ads. Among those targeted were fidelity Republican primary voters in an area with a heated Republican primary. IP Targeting also targeted fidelity Democratic voters in an area with a hotly contested Democratic primary. Collectively, IP Targeting delivered approximately three million display ad impressions on behalf of these four candidates 30 days prior to the election.

Results

In normal judicial races, the top two candidates proceed onto the general election. Three out of the four IP Targeting candidates moved onto the general election, which means there was a win percentage of 75%. **The 75% win percentage was 31% higher** than the expected nominal win percentage for these races. IP Targeting' candidates received more votes in eight out of eight of the hyper-targeted areas. **On average these candidates received 17% more votes** in the hyper-targeted areas than they did countywide.