

Case Study | Political Campaign – Ballot Initiative

Company Profile

Our client is a statewide political organization who had limited time to build support for an impending ballot initiative.

Business Situation

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

Solution

IP Targeting implemented a targeted campaign of push advertising to voters home PC's. We used client- supplied data of those who had requested a ballot, along with data on voter registration demographic data. IP Targeting then used this data against our proprietary technology to deliver display advertisements to these targeted voter households. Over the course of one week we delivered 120K impressions to this list of likely supporters.

Benefits

Although the IP Targeting client was outspent 3 to 1 on traditional media, our client won the election by a 60/40 margin. They saw a 17 point improvement from the polling data once our campaign was completed. IP Targeting's client gives us a lot credit for the victory saying:, "The ability to target our message to different voters by geolocation and voter segmentation is something the other media platforms simply didn't offer". Furthermore, being able to precisely target each vote by household allowed them to "present the best message for each voter" In other words better efficiency at 1/3 of the price.

