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HOW ONLINE ADS MOVE VOTES IN POLITICAL C...



Toomey Google Case Study



Chris Christie for Governor 2009 - Campa...



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CampaignGrid is the market leader and innovator in providing data driven online advertising for candidates, causes and commercial clients. Its best-in-class online advertising platform combines 187 million U.S. voter records with demographic, behavioral and lifestyle data to enable clients to custom design highly targeted campaigns to achieve their goals, bringing a new dimension to their campaigns.

CampaignGrid was founded in 2008 by industry veterans with decades of online experience and is headquartered in Philadelphia with an office in Washington, DC. In 2010, CampaignGrid delivered more than 2 billion advertising impressions on behalf of 250 campaigns, advocacy groups, nonprofits and commercial clients.

CampaignGrid *invented* voter-targeted online advertising in 2010 and introduced voter-targeted online video advertising in 2011.

- Online advertising dollars are exploding, despite the worst economic downturn in a generation.
- The ecosystem is still immature, unregulated, and highly fragmented, with the exception of Google and Facebook.
- The Internet has matured from anonymous surfing to a precision-targeted media.
- Sophisticated online marketers no longer buy sites. They buy specific audiences within targeted geographies and deliver highly customized messages using text, audio and video.
- There is increasing evidence that new media moves numbers. The science shows how many impressions are required to burn in a message, but the art comes in where consultants determine the media mix and overall strategy.
- Display ads boost search advertising results.
- Advertising is increasingly purchased through real time bidding on exchanges, rather than through rate cards.
- Campaign Grid is leading the way in changing how online advertising is purchased, moving from website targeting to audience targeting.

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About CampaignGrid

CampaignGrid is the only platform to deliver online ads to registered voters.

EFFICIENT MEDIA PURCHASING AND OPTIMIZATION

Real-time bidding for display advertising across the 10 major advertising exchanges. This gives us 90% reach across the web and access to the best inventory.

Optimization in real time, based on algorithmic conversion formulas. This allows us to identify the best messages that result in donations, list building and volunteers. Once your program launches, we continue to optimize the ad buy. This is not possible with other media.

The wisdom of the crowds. Since 2008 CampaignGrid has delivered 2 billion ad impressions on behalf of 250+ clients.

THE LEADER IN VOTER-DRIVEN TARGETING

The National Online Voter File. This allows us to reach specific demographic or registered voter groups with greater efficiency than any other online targeting method.

Hyperlocal targeting via an advanced IP based map overlay. This allows precision geo-targeting down to the neighborhood level.



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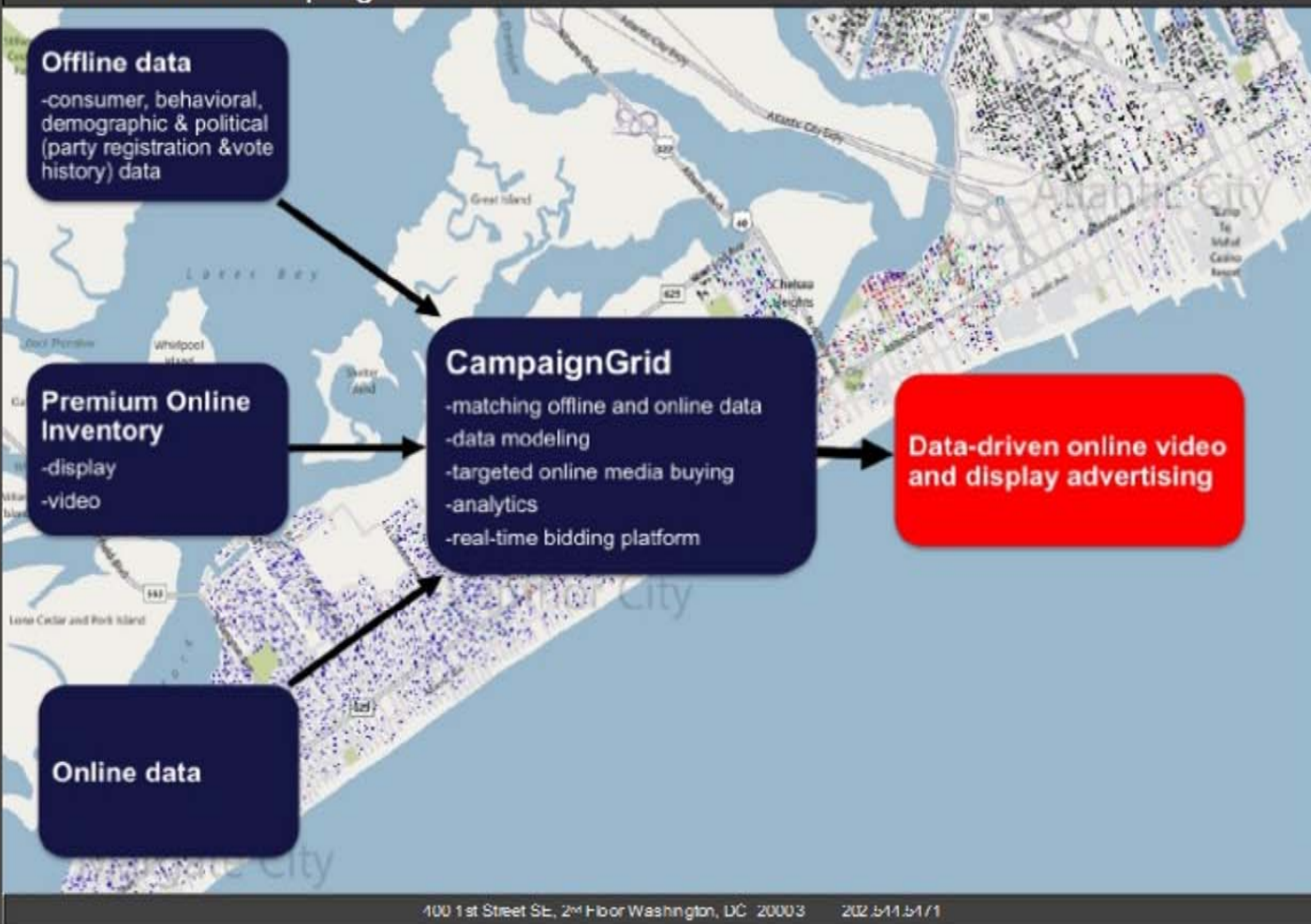
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What Does CampaignGrid Do?



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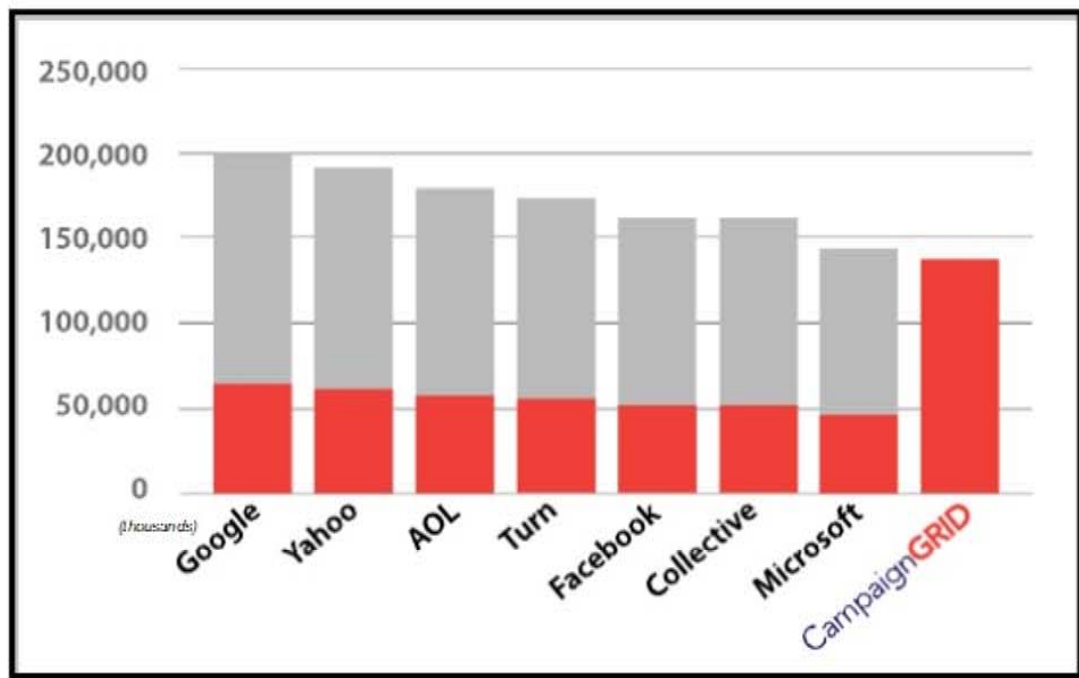
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The Largest Voter Targeted Ad Platform in the US



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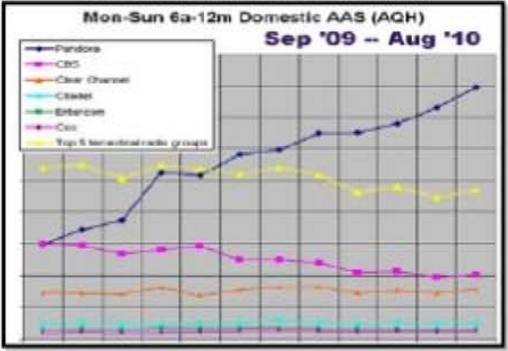
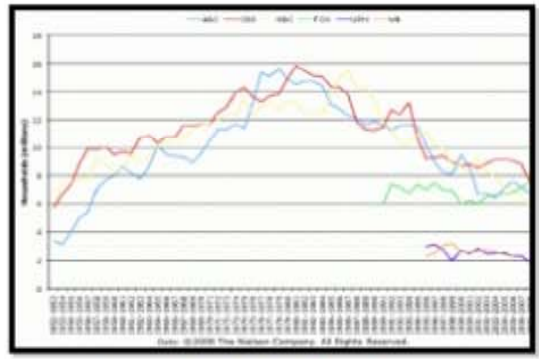
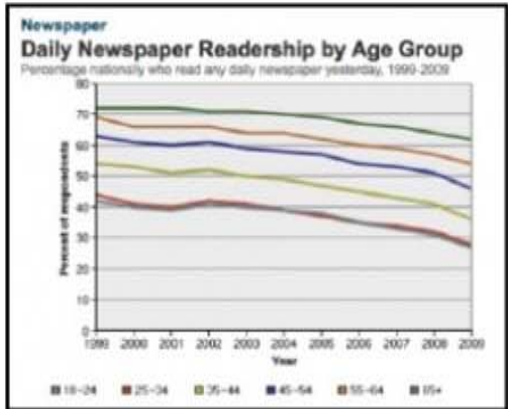
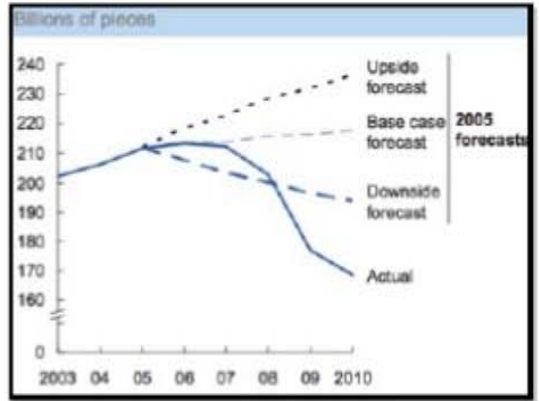
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Traditional Media Consumption is Falling...



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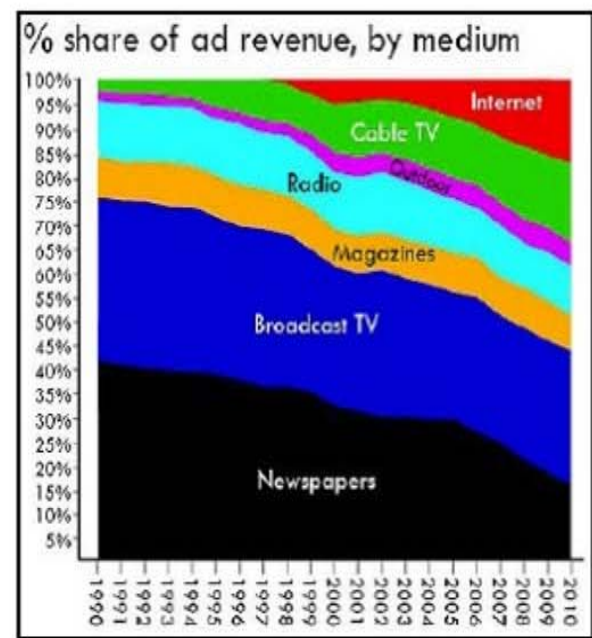
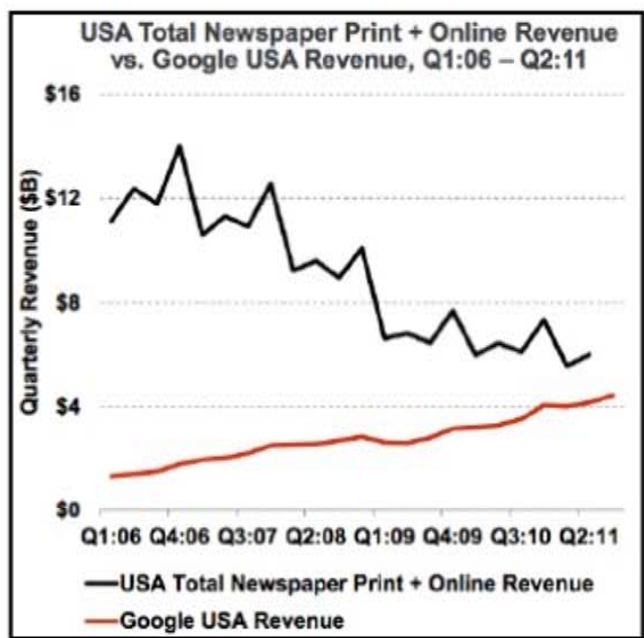
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... Advertising Money is Flowing to the Internet



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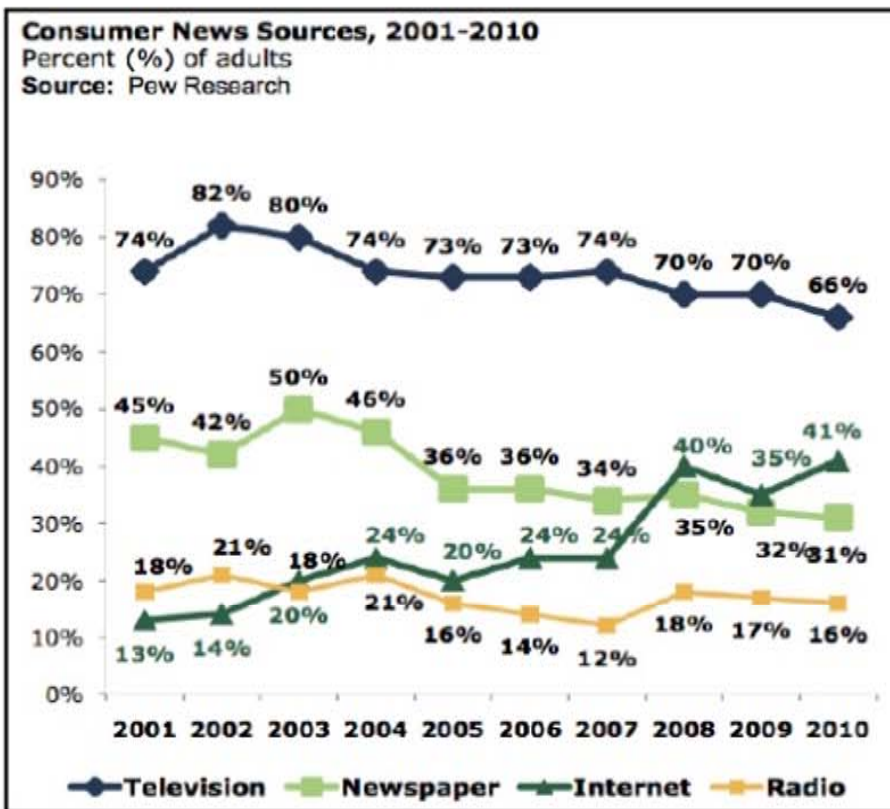
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Other Media are in Steep Decline



Source: Pew Research Center's Internet & American Life Project, April 29 - May 30, 2010 Tracking Survey. N=2,252 adults 18 and over.

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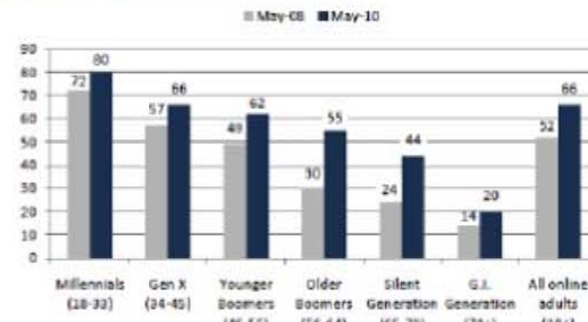
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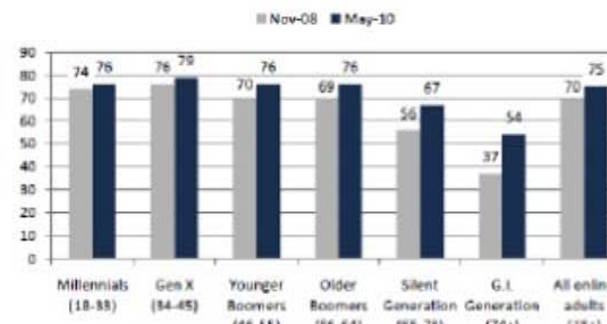
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Online Video is Growing Rapidly in All Segments

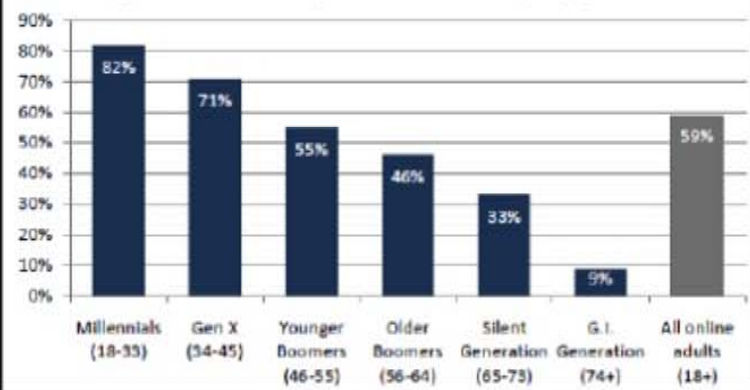
Changes in watching video online, 2008-2010, by generation
% of internet users who watch video online, over time



Changes in getting news online, 2008-2010, by generation
% of internet users who get news online, over time



Percentage of adults who go online wirelessly, by generation



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Internet Users are No Longer Anonymous



1993



2011

- Lives in Pennsylvania 13th Congressional District
- 19002 zip code
- Registered primary voting Republican
- High net worth household
- Age 50- 54
- Teenagers in the home
- Technology professional
- Interested in politics
- Shopping for a car
- Planning a vacation in Puerto Rico

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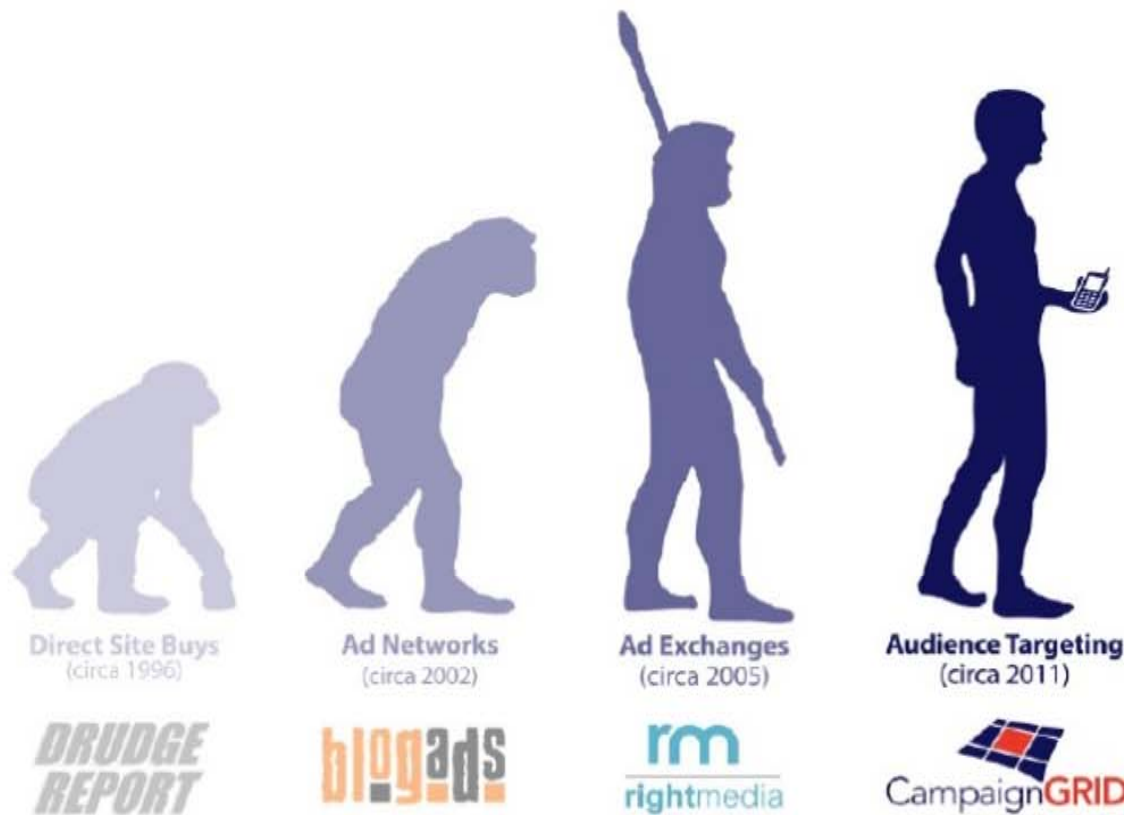
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The Evolution of Online Targeted Messaging



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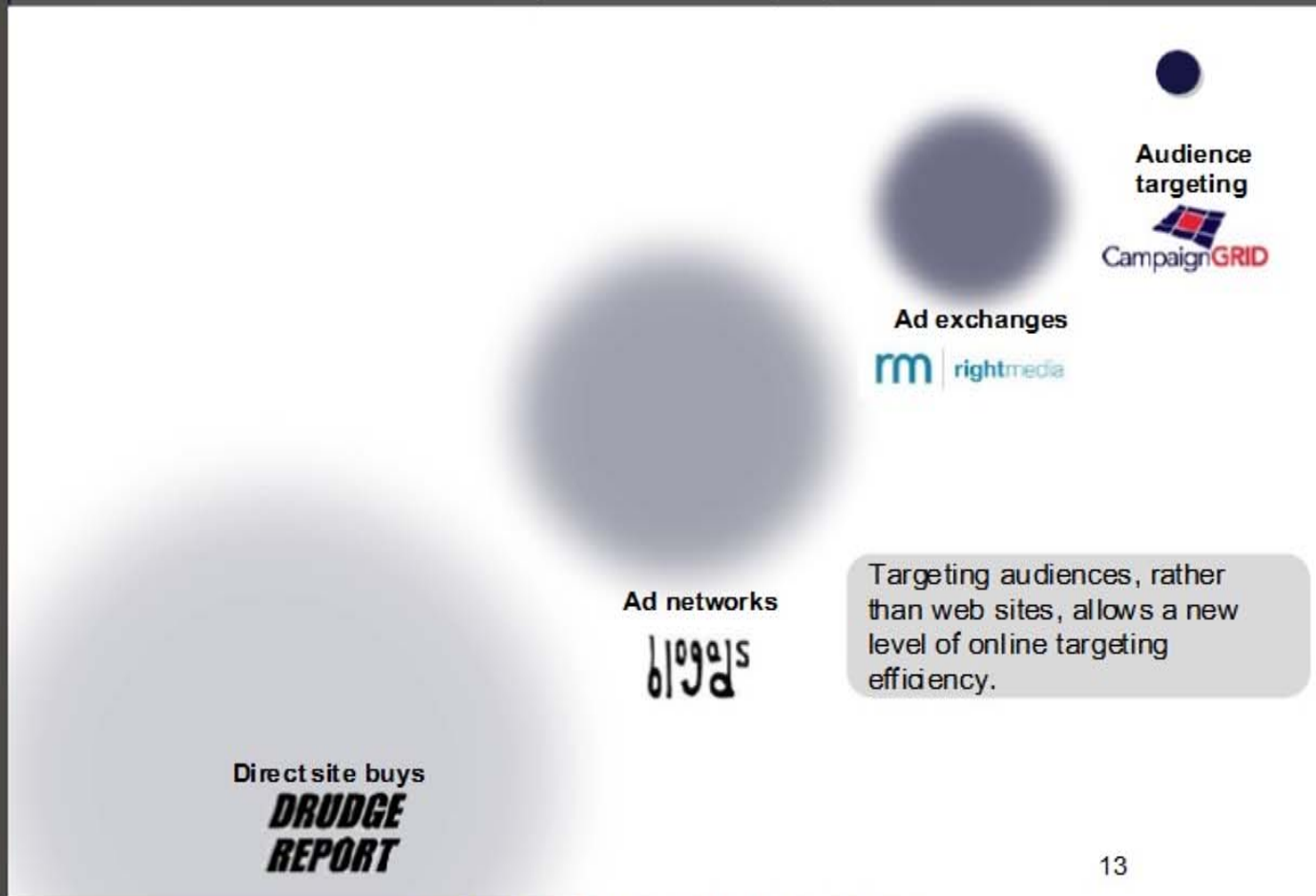
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The Evolution of Online Targeted Messaging



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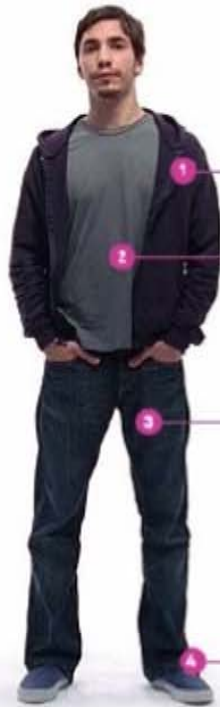
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How Does CampaignGrid Compare to Other Online Media Buyers?



- 1 Buys Sites
- 2 Independent of Other Marketing Efforts
- 3 Pays the same price for every ad impression
- 4 Results lack attribution, no accountability



- 1 Buys Audiences
- 2 Coordinated with Other Marketing Efforts
- 3 Buys ad impressions and frequency based on value of audience segment
- 4 Results are tracked with granularity by segment



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How CampaignGrid Created the National Online Voter File

Description

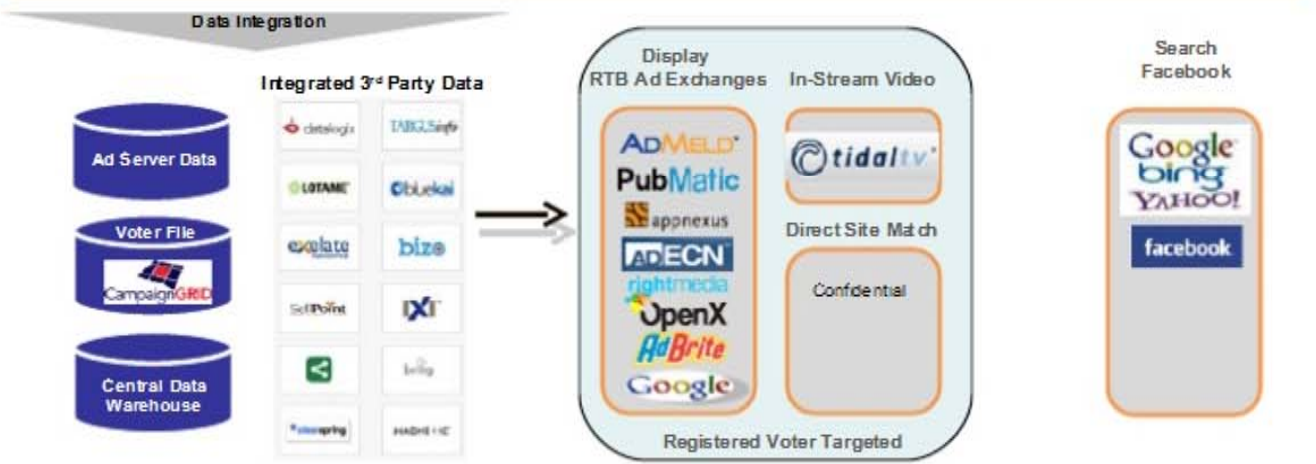
- A single platform to target registered voters with online advertising on their PC's, phones and Tablets
- Interactive Ad Formats including display, video, social media and list building

Value Proposition

- Real time bidding on exchanges & geo-targeting w/ integrated voter data saves money by reducing waste
- Integrated voter data allows for micro-targeting & complements polling

Advanced Analytics

- Reporting shows which audiences you reached and how they responded
- Measure ROI on fund raising, list building and sign ups
- Build your own data to retarget for GOTV



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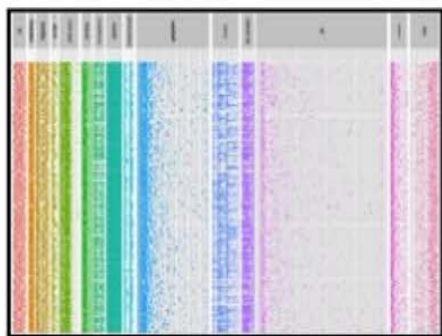
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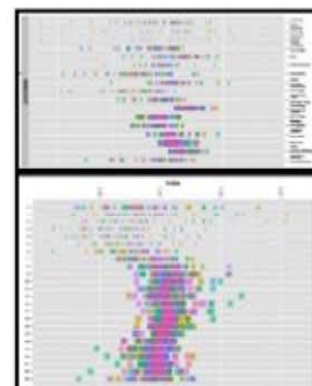
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Data Modeling the National Online Voter File with Synthetic Matches



Modeled data shows a 500%+ increase in lift over a control group.

2. Build the target universe from CampaignGrid's National Online Voter File.
3. Define the "DNA" of the target audience
4. Build a predictive model using machine learning to characterize the target audience
5. Score every targets in the audience cloud (like a credit score)
6. Create a targetable segment based on the data "DNA"
7. Adjust daily to achieve delivery & performance goals
8. Rebuild models as we learn more about the target audience



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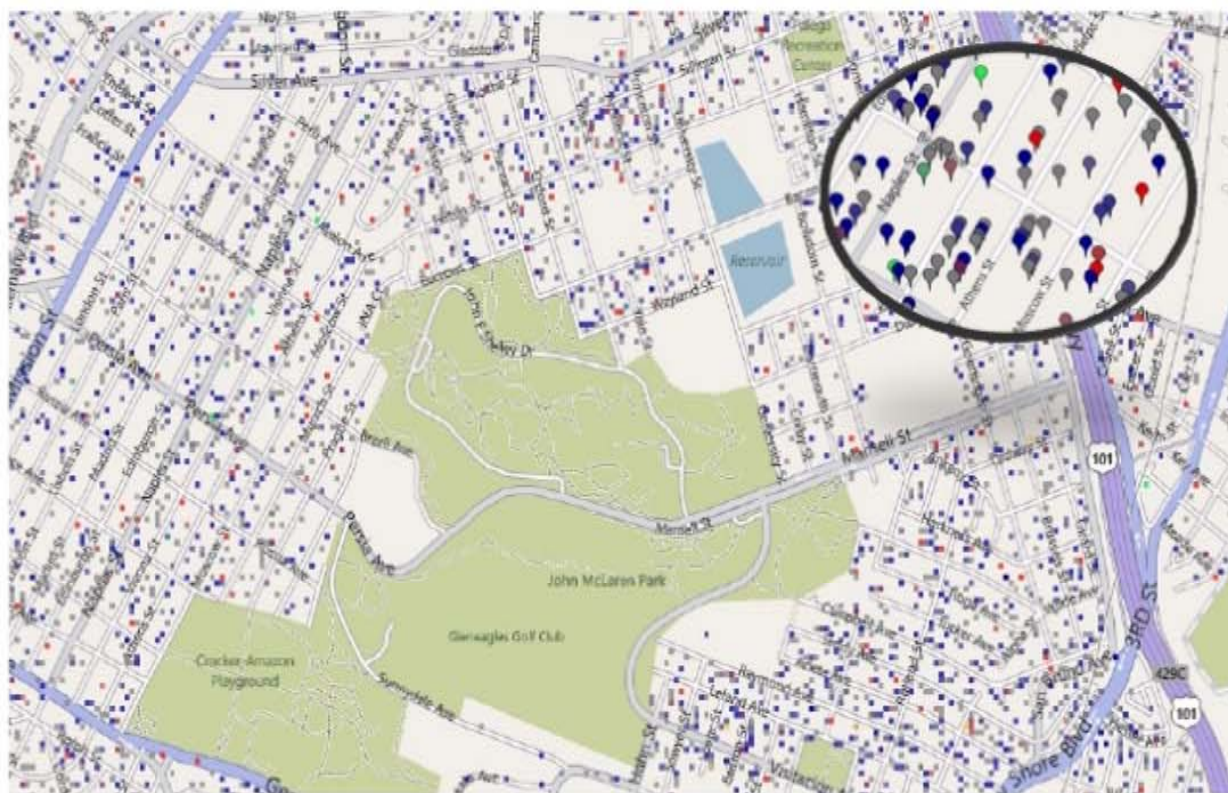
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Geographical display of Chinese Americans in San Francisco, CA



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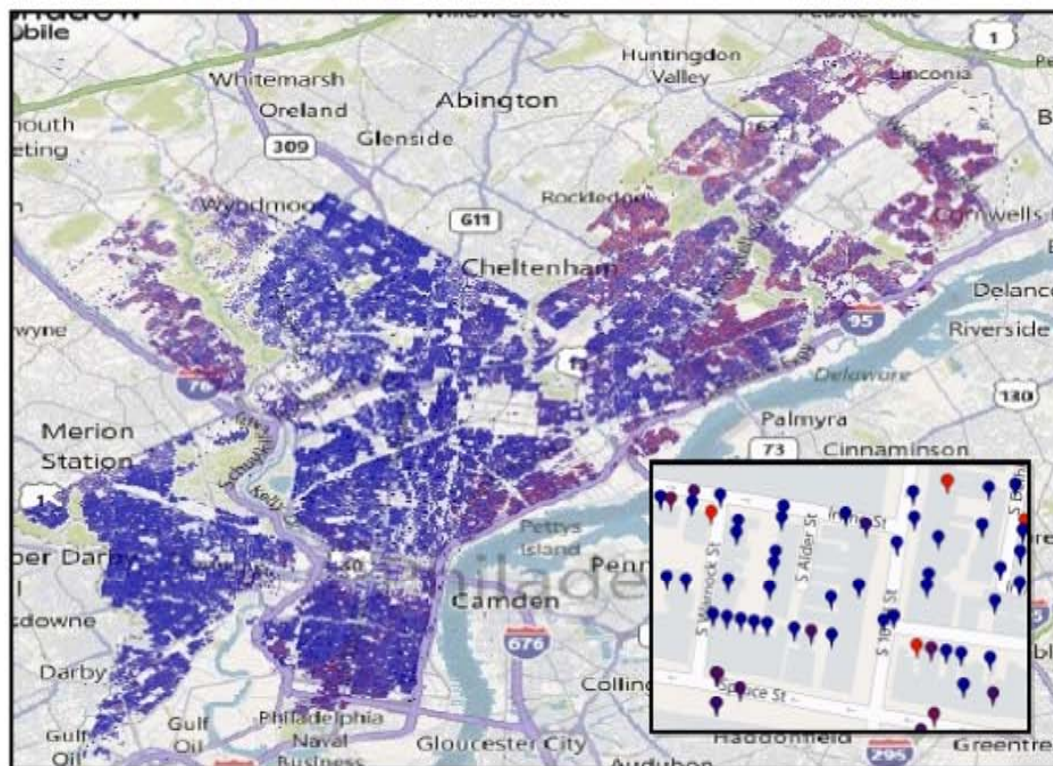
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Sample map of Philadelphia party distribution (2012)



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IP Targeting



United Airlines Headquarters



Rayburn House Office Building



Treasury Department



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How Retargeting Works



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Contextual Targeting

Senate passes new bill undoing teacher-student Facebook ban

Story Comments

Share Print Font Size

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Posted: Tuesday, October 4, 2011 7:30 am

By Mary Morris marym@buffalereflex.com | 0 comments

Just about one month after new legislation under Senate Bill 54 went into effect banning teacher-student friendships on Facebook and other social networking sites, the Missouri Senate on Sept. 12 adopted, and on Friday signed, new legislation modifying that law.

Senate Bill 1, which came after a Cole County circuit judge filed an injunction against SB 54 when the Missouri State Teachers Association filed suit claiming it was unconstitutional, will effectively repeal the prohibition of teacher-student Facebook friendships and contact via social networking.

In the days after SB 54, or the "Amy Hester Student Protection Act" passed, there was much confusion over the interpretation of part of the new law. Some teachers and administrators felt unfairly targeted by the legislation and said they frequently use Facebook and other online tools as a practical communication resource to connect with students and share information about snow days, football practice and other matters.

That's because SB 54 would have required schools to implement new written policies on student-employee communication by Jan. 1, 2012, and it would have prohibited teachers and students from maintaining exclusive online contact through social networking services like Facebook. SB 1 still requires school districts to develop policies on employee-student communication, but the deadline is extended to March 2012, and the terms defined within the legislation are less restrictive. However, the policies must cover electronic media and need to address improper communication between students and staff.

Other sections of SB 54 will remain effective, including the creation of a special task force responsible for making recommendations on reducing child sexual abuse; the expansion of authority of the Office of the Child Advocate; and a new requirement for school districts to disclose allegations of sexual misconduct against some employees to other districts requesting employment reference information, among other items.

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Contextual Targeting



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Gov. Corzine uses National Mammography Day to criticize Christie on health care

FRIDAY, 18 OCTOBER 2009 11:06

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and autism treatment

National Mammography Day Friday, provided Gov. Jon Corzine a chance to get close to the issue that has helped his campaign for re-election, health insurance coverage of mammograms.

At a meeting with breast cancer survivors in Summit, Corzine talked about the importance of access to mammograms and early breast cancer detection.

The governor charged that while he has worked to expand access to health care for New Jerseyans, Republican gubernatorial candidate Chris Christie would allow insurance companies to drop coverage for critical procedures including mammograms, prostate screenings



New Jersey

N.J. Transit riders "very angry," but chief vows Philadelphia Inquirer - 19 hours ago By Paul Nussbaum In systemwide service cuts announced Friday, NJ Transit said it planned to eliminate six trains on its Philadelphia-Atlantic City line.

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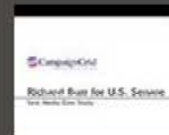
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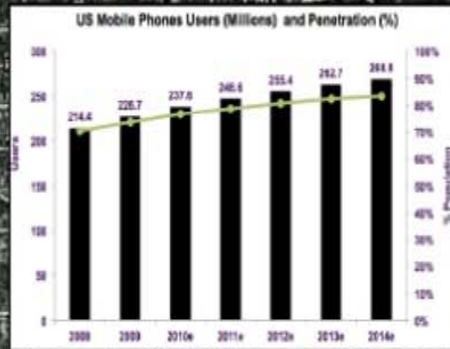
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Navigation icons: back, play, forward

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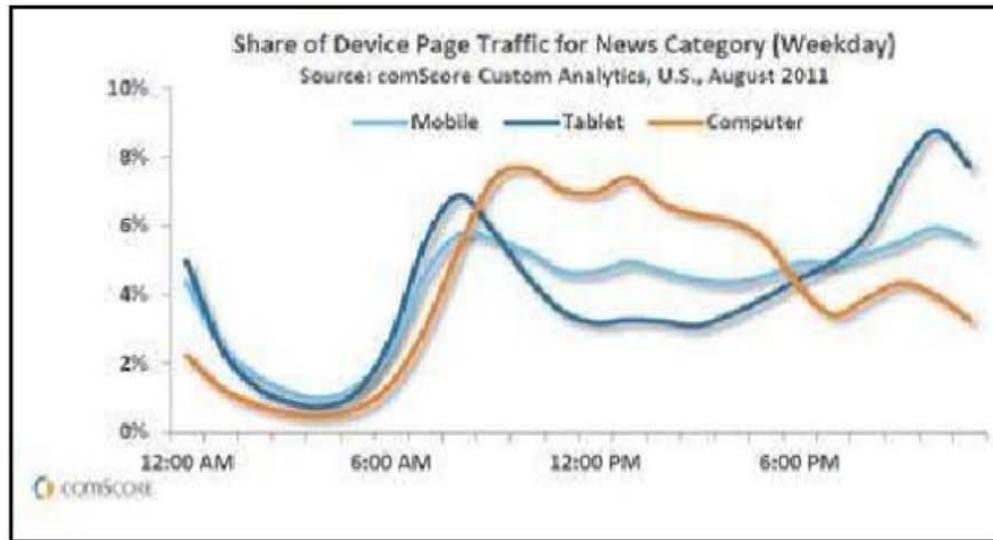
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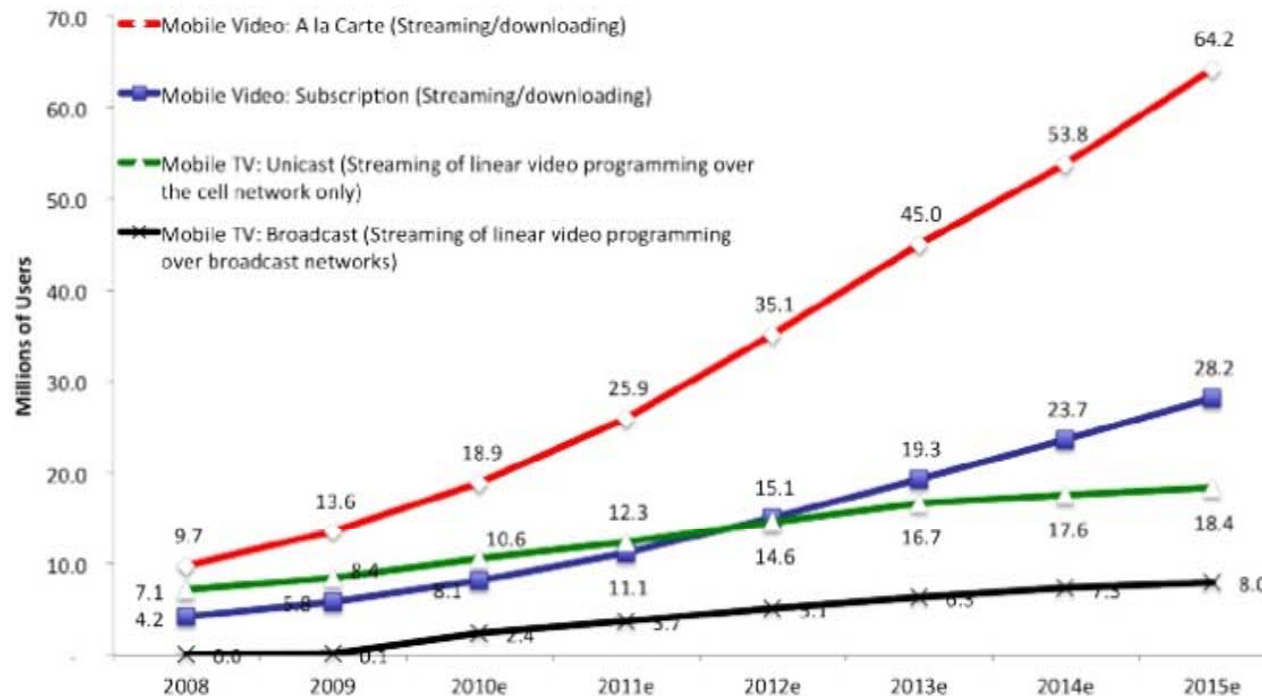
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Mobile Video Advertising



Source: Strategy Analytics, Wireless Smartphone Strategies (WSS), USA Mobile Media Forecast by Operating System, October 2010

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Digital Direct Mail

Multi-Channel Marketing Dramatically Improves Results

For the first time ever, direct mail firms can now offer multi-channel targeting & messaging. Powered by a proprietary national voter file, CampaignGrid can deliver online ads to the same individuals targeted with direct mail. Targeting includes voter registration frequency and known donors.

- Begin with your own traditional direct mail list or CampaignGrid may help provide one from its proprietary Voter Database.
- To protect privacy of recipients, the lists are anonymously matched to online consumers by third party data providers.
- These partners tell CampaignGrid that a person on your list is a registered voter or donor that meets the targeting criteria selected, but not who the person is. *No personally identifiable information (PII) is used or stored by CampaignGrid.*
- CampaignGrid creates a specific data set with a typical match rate of 50% of your direct mail list. These people then can be targeted with online ads.
- CampaignGrid serves targeted ads only to the voters or donors on the direct mail list.



Direct mail



Online ad



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Increase the Efficiency of TV by Adding Online

4 week flight Adults 25-54	Broadcast TV Only	10% shift to Internet	15% shift to Internet	20% shift to Internet	Impact of 20% Shift
TV \$ spent	\$5,000,000	\$4,500,000	\$4,250,000	\$4,000,000	-
Internet \$ spent	\$0	\$500,000	\$750,000	\$1,000,000	-
Total \$ spent	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000	-
Impressions	155 million	185 million	205 million	215 million	+39%
Actual reach	51.2 million	69.4 million	74.5 million	77.2 million	+51%
GRPs per week	31	37	41	43	+39%
Total Reach	41%	56%	60%	62%	+21% pts.
Avg. Frequency	3.0	2.7	2.7	2.8	-0.2 pt
Average \$CPM	\$32.00	\$26.89	\$24.83	\$23.21	-27%



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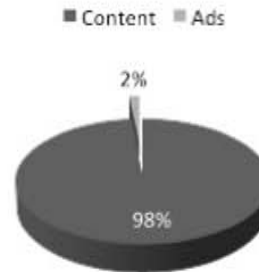
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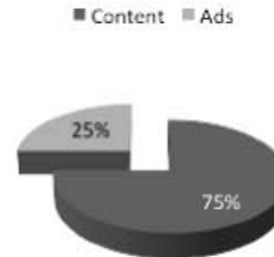
Online Video is Less Cluttered and Provides Better Recall

2% of time spent viewing video online is spent viewing ads compared to 25% on TV.

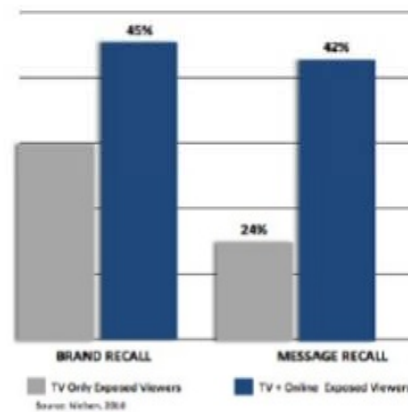
All Online Video



Television



A recent study by Nielsen discovered that premium online video ads actually outperformed traditional television ads in recall, branding, messaging, and likeability.



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TV + Online Video Creates Lift

	TELEVISION	ONLINE VIDEO
REACH	Extensive and effective reach of ~120 million households.	Online Video Universe of ~182 million uniques, and an addressable Reach of 80 million (Known Age & Gender)
TARGETING	Target audience based on programming/network audience comps with guarantees against target.	Target audiences on a 1:1 level with 100% Guarantee that you reach <u>only</u> your target audience.
PRICE	Comparable Pricing for similar-type content. Cost per Point (GRP/TRP pricing).	More cost-effective by for effectively hyper-targeting audiences – "Lowest price to reach your target audience, guaranteed."
REPORTING	Report on impressions against demo, meet GRP/TRPs goals with even flighting.	Real-time delivery reports and tracking of impression at the individual user level. Achieve flighting and GRP goals of TV buy.
PERFORMANCE	Sight, Sound & Motion advertising of TV is the most powerful branding medium.	Harness the power of TV advertising but with real-time measurement and optimization. Equal or better results to TV.

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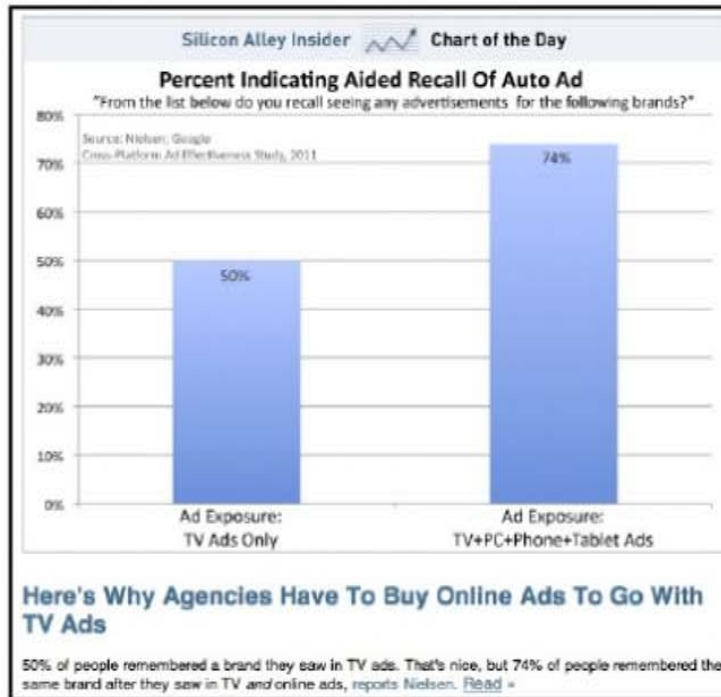
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The Largest Aggregator of 3rd Party Data

Data Provider	Age	Gender	Income, Assets, Buying Power	Behaviors, Intent	Custom	Sources
TARGUSinfo	✓	✓	✓			Offline
V12	✓	✓				Offline
IXI			✓			Offline (Banks)
Audience Science	✓	✓		✓		Online
bluekai	✓	✓		✓		Online
exelate	✓	✓		✓		Online
brilig	✓	✓		✓	✓	Social Networks
MaxMind	✓	✓				Pub Reg Data
quontcast	✓	✓	✓			Inference
MAGNE+IC			✓	✓	✓	Online
UNITED	✓	✓				Online
LOTAME	✓	✓		✓	✓	Online
datalogix	✓	✓	✓	✓	✓	Offline, Online
AlmondNet			✓	✓	✓	Online
Forbes			✓	✓	✓	Online
tidal tv	✓	✓	✓	✓	✓	All, Inference

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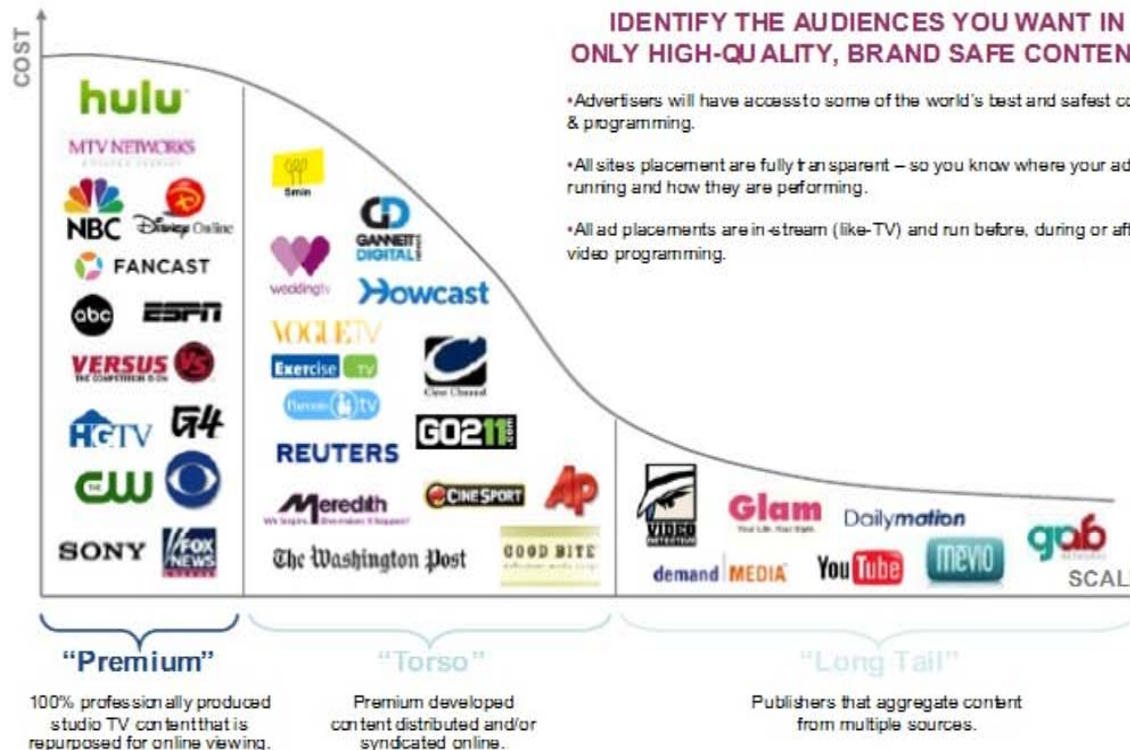
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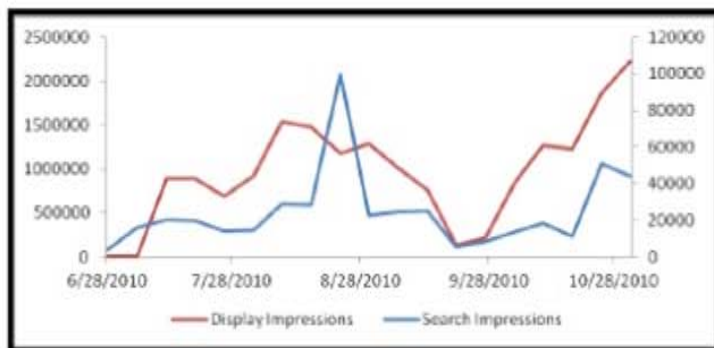
Tweet 0

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Share

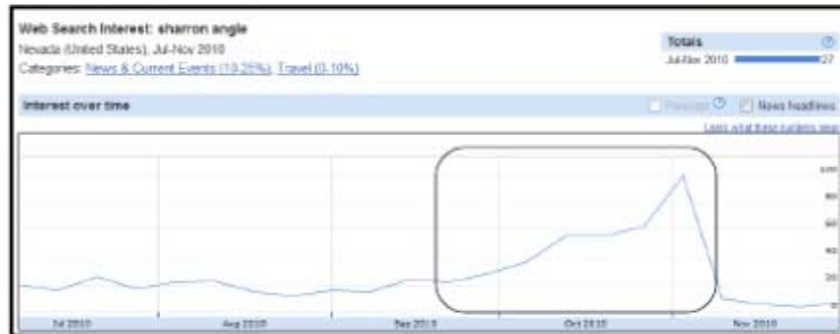
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Display Ads Boosts Search Results



Search Network Impressions are in sync with the increase and decrease of Display Network Impressions. This suggests that Display could have had an impact on trending search queries.

Insights for Search shows an increase in Search Queries around the time when Display impressions began to rise.



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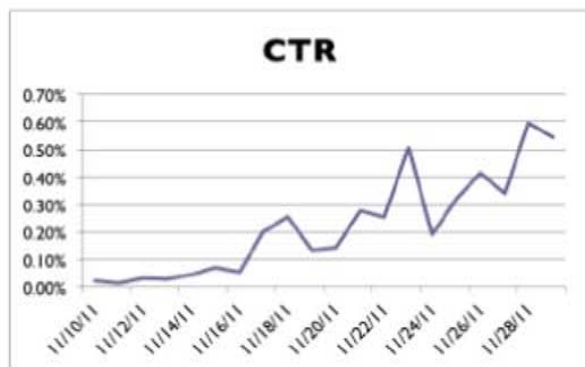
Tweet 0

+1 0

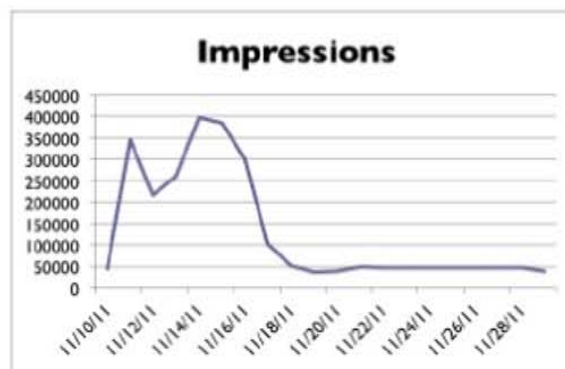
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Optimization Radically Improves Online Ad Efficiency

sample



The Click-Through-Rate (CTR) has grown as the campaign has gathered data on the target audience. We have optimized performance to show ads on websites that have high CTRs.



Initially, we ran a high volume of impressions to gather data as quickly as possible. After running the campaign for one week we changed the campaign goals from delivering impressions rapidly to focusing on CTRs. Since the campaign had learned so much from all of those impressions, we were able to immediately start optimizing the CTR.

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Reporting: Analytics and Outcomes Assessment

- Weekly performance reports are included at no cost.
- Reports provide detailed insights and recommendations for optimizing online performance.
- Detailed tracking and response metrics include impressions, clicks, CTR, and conversions to measure ROI.
- Your personal Campaign Manager, will walk you through your campaign results and will provide recommendations for improving campaign performance.

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Study: Online Ads Change Votes

Google, The California Group and CampaignGrid tested a message not used in any other form of media during the time that we conducted our experiment during the 2010 FL-11 Prendergast vs. Castor congressional race.

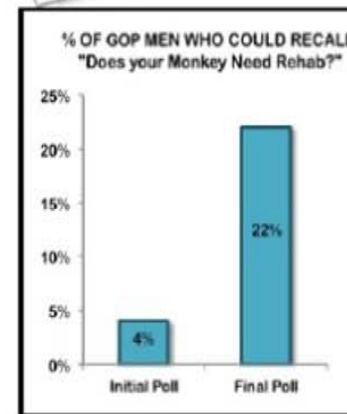
Four percent of the electorate who could recall the message delivered via online ads – i.e. those for whom the message was “burned in” – changed their vote over the course of the campaign in favor of Prendergast.

Within the targeted audience, Republican men, survey respondents being able to recall the message went from 4% to 22% over the course of the eight-day online ad campaign.

In the above example of Republican men recalling the message, it took 9.3 million targeted impressions and six days of advertising to get a seven percentage point increase from 4% to 11%; it took an additional 5.3 million impressions over two days to get an additional 11 percentage points recalling the message, to 22%.

[Read the full study here.](#)

<http://campaigngrid.com/blog/Case-Studies/post/Online-Advertising-Provides-the-Edge-in-Tight-Races/>



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"Campaigns must spend their limited dollars wisely in today's ever-changing paid media marketplace. CampaignGrid helped us spend our resources in an economical and highly-targeted way, helping us defeat a much better-funded incumbent governor."

Mike DuHaime
Chris Christie for Governor



Ad warfare on the web

Online advertising

It is now possible to construct micro-targeted internet ads that adapt to a detailed understanding of voters. And it doesn't need to cost huge sums, says Melanie Battley

Political warfare is increasingly fought on the internet, where campaigns stockpile words and launch Google bombs to capture the hearts and minds of voters. The battlefield is now larger than ever, with the internet on the brink of replacing newspapers to become the second largest source of election news.

With as much as 60 percent of news consumed from the web, online advertising has established itself as a significant line item in the campaign budget. The best campaigns in the US spend 50 percent or more of their media budgets online. Campaigns wanted to reach voters, usually with a single banner on the front page of newspaper websites. These days, paid search advertising represents about 30 percent of the cost of the advertising mix, with Google dominating. Last year, Bob McDonnell's successful gubernatorial campaign in Virginia spent over \$500,000 on search ads alone.

Google AdWords were used during the UK general election campaign, but the Conservatives had been using paid search advertising for a few years. It was, then, David's tactics that first introduced the work and performance analytics required for online advertising to be a serious contender for the story of the 2010 general election.

An American firm is now transforming online advertising warfare into a production line. CampaignGrid has dominated the first and only online advertising platform to enable campaigns to target potential supporters with online ads at the micro level, based on a detailed understanding of individual, their geographic location and specific patterns of web use.

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The Washington-based company created a database matching the national voter file with consumer data information. Then it overlaid static IP address maps and census tracts to analyse geographic-level data to identify potential potential supporters. Using this information, the company then finds these people on the web using internet cookies.

Working with a number of conservative organisations including the Republican Party, CampaignGrid is able to access the cookies of their visitors to track the whereabouts of millions of people as they move around the internet.

The technology enables a campaign to meet the most likely supporters again and again in the various places they visit online, targeting and retargeting them with highly targeted message, donation requests and GOTV notices. This retargeting approach dramatically increases click-through rates (CTR) over the rate of traditional display advertising, often landing prospective voters on a campaign's webpage to harvest new supporters and donors.

These are similar fundamentals to the micro-targeting techniques used offline by the Republicans and Democrats in the last two years. Micro-

targeting at this campaign is to identify potential supporters and target them with specific messages, based on consumer behaviour, attitudes, comprehensive demographic data, web history and political affiliations. But the CampaignGrid model actually takes it one step further because it is dynamic and works in real-time.

Once a campaign launches an online ad blitz, the company uses fancy algorithmic conversion formulas to identify the best performing messages. With that information, it can instantly adjust the ad base. A robust campaign will have more than ten different ad formats, including multiple purchase ads that incorporate video as well as buttons for gaining social networking sites.

For the candidates that used this technology during the 2008 election cycle in the US, 50 percent of the traffic to their websites was the result of the candidate's online advertising, and 60 percent of the 800 campaigns that used the technology won their races.

Clearly, US political parties are switching on to the potential of online advertising, and the technology is not limited by geographical boundaries as the budgets of individual MPs in the UK. Of the 500 races that are using CampaignGrid in the US in 2010, some are as small as city council races.

An effective online ad campaign could cost as little as \$1,000. Many of the successful US campaigns that have used CampaignGrid faced intense funding disadvantages and found online advertising a viable alternative to the alternative.

So far, that's not true for our online advertising platform delivering this sophisticated type of micro-targeting, giving voters a distinct advantage over those using the competing method of simply buying ad words. Strategic it seems the one competitive "Google search" is in the wings of becoming obsolete when compared to the low-guided precision of CampaignGrid.

For more information on CampaignGrid, visit our website.

Melanie Battley has worked as a US campaign adviser and with a researcher for the Conservative Party



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