

CASE STUDY: POLITICAL

Non-profit political cause wanted to educate voters about large energy corporations.

Included multiple display creatives

Non-profit political cause 2-week campaign informing voters how their tax dollars were being used.

Targeting tactics included audience targeting to voters, site retargeting and hyperlocal mobile targeting over short two-week window. Campaign goals were to drive traffic to non-profit website and increase voters' awareness on how their tax dollars were being used.

Creatives: Multiple display creatives

Audience,
hyperlocal mobile
targeting and
retargeting

0.25%
CTR

0.15%
Above Industry
Standard