

CASE STUDY: POLITICAL

GOTV (Get out the Vote) Campaign in a single state for three weeks

Targeting tactics included mobile devices of known voters in a single state with specific political message encouraging voting.

Budget: \$150,000

Contracted Impressions: 4,440,000

Creatives: mobile :30 video pre-roll

Get Out the Vote (GOTV) Campaign focusing on mobile devices of known voters in a single state.

2x

CTR compared to industry avg.

75%

Video Completion Rate

4.4M+

Impressions delivered