

CASE STUDY: POLITICAL

Local single district PAC ran pre-election voter registration drive and post-election thank you campaign promoting local education initiatives to parents with children.

Included multiple display ad sizes.

Local Political Action Committee ran a one-month pre-election and one-week post election campaign targeting parents with children at specific school districts.

Targeting tactics included devices seen at kindergarten registration, aquatic centers and known registered voters with children. Campaign focused on messaging around local school initiatives. There was both pre and post election messaging

Budget: \$9,000

Impressions Contracted: 858,333

Impressions Delivered: 930,014

Creatives: Multiple display ad sizes

930K+
Impressions

0.17%
CTR on post
election
campaign

1250+
Clicks from devices
for more
information