

CASE STUDY: POLITICAL

PAC promoting their union efforts during a worker's strike.

Included multiple display ad sizes.

PAC promoting union efforts during a worker's strike.

Targeting tactics included targeting users seen at the factories where workers were on strike, for a dwell time of over 2 hours/day, 3 days/week.

Budget: \$2,000

Impressions Contracted: 200,000

Impressions Delivered: 204,733

Creatives: Multiple display ad sizes

0.18%

CTR

360+

Clicks to
website

0.08%

Above Industry
Standard