

CASE STUDY: POLITICAL

State Gubernatorial candidate wanted voters to have higher awareness around early and mail-in voting.

Creatives: Included multiple display ad sizes

Candidate for State Governor's race wanted to create more awareness around early and mail-in voting.

Tactics included Facebook ads to a targeted list of known voters uploaded via LiveRamp. Display ad messages were also used to target devices from that list of known voters on sites and apps across the state.

Budget: \$140,000

Run Dates: 30 days leading up to the election

Contracted Impressions: 7,400,000

Impressions Delivered: 7,748,252

Creatives: Multiple display ad sizes

.36%

CTR exceeds
industry standards
by .28%

27,692

Clicks

7.7M+

Impressions
delivered over
30 days