

CASE STUDY: POLITICAL

Local Political State Senate
Candidate promoting platform in
2022 primary race.

Included multiple display ad size and
:30 video ads

Local political candidate ran a streaming TV video and display campaign to target all potential voters in a specific 2022 State Senate district primary race.

Tactics included run of network (RON) across top apps on streaming TV (OTT/CTV) on all screens maximizing reach and awareness to potential voters. Campaign included additional display ad sizes that ran RON for 14 days leading up to the primary election date.

Budget: \$100,000

Run Dates: 14 days leading up to primary election

Impressions: Display-1,622,036 OTT Video-1,909,429

Creatives: Multiple display sizes & :30 Video streaming TV spots

.11%

CTR exceeds RON
industry standards
by .03%

97%

Video Completion
on big screen only
OTT segment

3.5M+

Impressions
delivered over
14 days