

PROGRAMMATIC CASE STUDY

POLITICS: CITY COUNCIL ELECTION

OVERVIEW

Candidate was looking to increase web traffic and awareness in the two weeks prior to voting for the local city council election

Targeting included a wide mix of political audience segments, along with general contextual targeting towards local news and politics

Video and display assets were included to help reach voters across all their devices in the crucial days leading up to the election

First party data was made available by placing a Basis RT pixel on the candidate's site months before the election

1,370

Clicks to site over two-week flight

SOLUTIONS

Leveraged multiple CTV Private Marketplace deals targeting both left and right leaning news to effectively reach our audience as they were streaming CTV/OTT content

Utilized off the shelf political audience segments in the DSP to hit registered voters, voters in local elections, as well contextual segments targeting local news and politics

Optimized towards cost per completed view for the video line items and CTR for display by using both human touch and machine-based algorithms

Included multiple creative assets for targeting based on current political issues that were key to winning over voters prior to the election

256,047

Completed Views
(\$.03 CPCV)