

The Opportunity for Political Campaign Targeting

Our strategy was to access the highly engaged audiences based on their online behaviors, content viewing, and purchase history. The audiences were reached on all their devices including desktop, mobile, connected TV, streaming audio, and podcasts.

Our team offered strategy consulting, media planning, buying, placement, and full campaign management. We are experienced in running political and advocacy campaigns for presidential elections, issue advocacy, house/senate races, Super PACs, local/state elections and local/statewide propositions.



Sample Political Campaign Targeting

BEHAVIORAL TARGETING

Used premium audience segments to find users who are most likely to vote.

- » Audience » Political Party
- » Voters » Likely Voters (Party Specific)
- » Voter Status » Undecided Swing Voters
- » Voting History » 2020 First-Time Presidential Year Voters
- » Politics/Civics » Federal, State, Local Elections Voter

DEMOGRAPHIC TARGETING

Found hard to reach audiences using demographic targeting tactics:

- » Voters by Demographic Selects » African American Voters
- » Voters by Demographic Selects » Female Voters
- » Voters by Demographic Selects » Hispanic / Latin American Voters
- » Demographics » Millennial Latino Voters

RE-MARKETING

- » Re-marketed to users who visited the site with dynamic messaging.

LOOKALIKE MODELING

- » Started with the clients CRM database as a seed audience and our algorithm looked for new clients with similar attributes to their current ones.

EMAIL TARGETING

- » We worked to help reach new registered voters using our advanced first party data and deployed the campaign message to them via email.

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