

Case Study

Political Campaign—Ballot Initiative

Company Profile

The client is a statewide political organization who had limited time to build support for an impending ballot initiative.

Project Overview

Internal tracking showed the client was trailing by 6-8 percent in a series of recent polls. With the election impending, there was very limited time to use traditional media outlets to sway votes.

Solution

Adronitis implemented a targeted campaign of push advertisements to voter's home PCs. Client-supplied data was used of those who had requested a ballot, along with data on voter registration demographics. Adronitis then scrubbed this data against their proprietary technology to deliver display advertisements to these targeted voter households. 120K impressions were delivered to this list of likely supporters over the course of one week.

Measurable Client Results

Although the Adronitis client was outspent 3 to 1 on traditional media, they won the election by a 60/40 margin. They saw a 17 point improvement from the polling data once the campaign was completed.

The client gave Adronitis a lot of praise for this victory saying that “the ability to target our message to different voters by geolocation and voter segmentation is something the other media platforms simply didn't offer.” They went on to note that being able to precisely target each vote by household allowed them to “present the best message for each voter.” Adronitis was able to practice better efficacy at a third of the cost.



To learn more about how Adronitis can improve your results while lowering cost please contact us at tom@adronitismarketing.com