

Case Study

Local political campaigns are highly focused on reaching specific geographic areas and efficiently spending advertising dollars. By targeting the voting districts & precincts, the race for a State Representative candidate was able to accurately scale voter outreach to get in front of potential voters leading up to election day.

The Objective

- Scale voter outreach through digital advertising while ensuring the placement on relevant inventory without compromising the budget
- Ensure advertising dollars are accurately targeting specific geographic areas

The Solution

A political campaign for a State Representative candidate partnered with Choozle to help them scale their voter outreach strategies to drive awareness leading up to election day. Ultimately, their goal was to win the election for the State Representative.

Using site list targeting and geofencing for specific voting districts and precincts, the campaign was able to ensure that their ads were placed on highly-relevant sites, like local news, family, and political sites, and shown to potential voters that were eligible to vote for the candidate on their ballot.

Adding specific targeting parameters, like geofencing and site targeting, can sometimes hinder scalable reach and cost. But the campaign for a State Representative candidate didn't experience that with Choozle.

Out of the +63,000 total potential voters in the state house district, they were able to serve over +1,200,00 impressions leading up to election day—essentially having 15+ touchpoints with each potential voter throughout the course of their voter outreach strategy. They saw their ads placed on premium websites such as ESPN, CBS Sports, The Weather Channel, Politico, Huffington Post, and all of the local news outlets. But, more importantly, they won their election.

Key Results

Achieve over
+1.2M
impressions

15+
touchpoints
with each
potential voter