



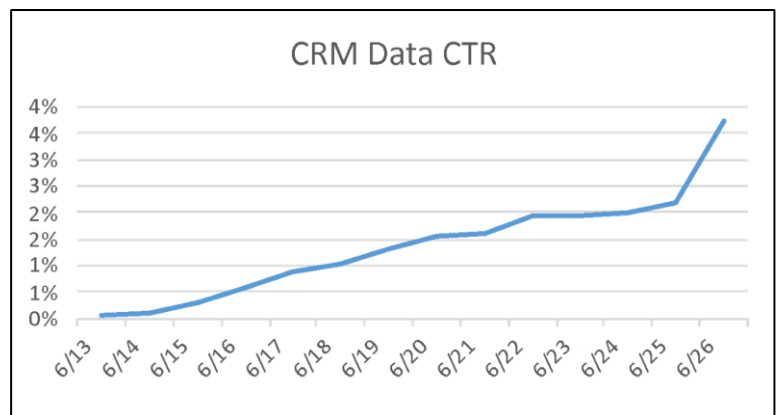
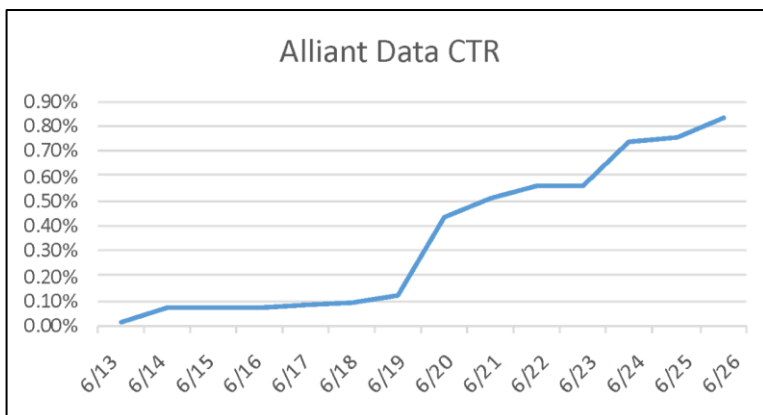
# Nominee Uses Data-Driven Strategy to Win Voter Support

**Goal:** Drive awareness for NY Congressional District election within specific zip codes

**Channel:** Video and Display Ads

## Targeting

- CRM: Served video ads to users found in the client's first party data and party-member database.
- CRM Look Alike Prospecting to increase the size of the CRM pool
- Alliant Political Segments, targeting users on Medicare with an overlay of adults 50+ (60/40 F/M) to reach the highest active voting audience
- Geo-fencing: Served to targeted audience segments within specific zip codes where extra support was needed



## Results

- Ramped up quickly to spend the client's full amount to serve 635,021 geo-targeted impressions
- Saw strong CTRs across Alliant Data Segments, and even stronger CTRs across 1P data

