

A QUICK START GUIDE TO CAPTURE POLITICAL AD SPEND IN DIGITAL

Reveal, a mobile audience platform, brings you this quick and easy overview of the upcoming election season. 2016 promises to deliver record ad spend from candidates, political agencies, and political action committees. While many media companies excel at capturing this spend for television, very few have been able to convert this spend to digital.

Included here are key facts, dates, and considerations that every digital team should be mindful of.

KEY DATES

Upcoming Election Days - 11/3/15 & 11/8/16
Republican National Convention, Cleveland, OH, July 18 - 21, 2016
Democratic National Convention, Philadelphia, PA, July 25 - 28, 2016
Find Presidential primary dates by [clicking here](#)



CONTESTED RACES*

Source: CookPolitical.com

SENATE

- Illinois
- Florida
- Nevada
- Colorado
- New Hampshire
- North Carolina
- Pennsylvania
- Wisconsin

HOUSE

- Florida - 18 & 26
- Illinois - 10
- Iowa - 01
- Maine - 02
- Nebraska - 02
- Nevada - 04
- New Hampshire - 01
- New York - 19
- Pennsylvania - 08
- Texas - 23

GUBERNATORIAL

- Kentucky
- Missouri
- North Carolina
- West Virginia

* Many more races will have contested primary elections

ESTIMATED POLITICAL SPENDING IN 2016

\$8,000,000,000

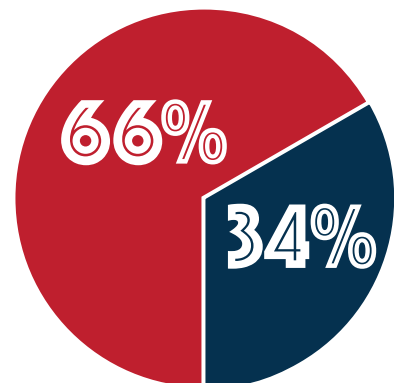
OR

\$51 PER VOTER

Source: Borrell Associates

WHO BUYS ADS

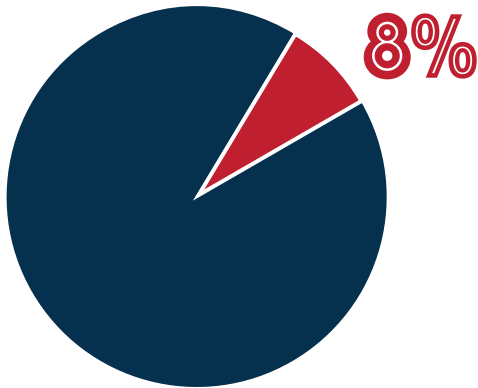
Source: PoliticalAdSleuth.com, 5/21/15



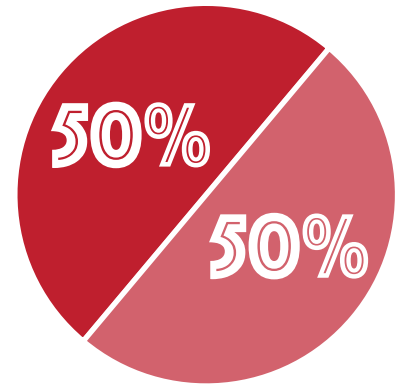
Of the 453,000 ad buys measured by PoliticalAdSleuth.com, 66% are purchased by candidates, with 34% purchased by interest groups, PACS, and "527's"

DIGITAL AD SPEND IN 2016

Source: Borrell Associates



Digital will account for 8% or \$955 million in ad spend, a 4x increase over 2012



50% of digital spend estimated to go to social media, or \$477 million

WHO ARE YOU COMPETING AGAINST?



Facebook hired Kate Harbath in 2011, former Chief Digital Strategist for the National Republican Senatorial Committee. She now serves as Facebook's global lead for politics and government engagement. Facebook's DC team is now over 100 strong.

Twitter hired Adam Sharp in 2010, former digital executive from C-SPAN. Twitter's DC team now over 50 strong.

Snapchat hires Rob Saliterman in 2015, Google's former head of political ad sales.

MAKE THE BEST USE OF DIGITAL

Use location data whenever, and as often as, possible. By layering voting districts on top of device locations, you're much more likely to reach eligible voters on both desktop and mobile sites.

Adjust your sales pitch based upon seasonality. Digital campaigns can be very effective early in the season for driving contact list growth for email subscriptions and future fundraising efforts. As the season progresses, the focus shifts towards a candidate's message and branding. Use digital to continue building a voter database, while targeting messages based upon political affiliation to increase name recognition, shore up the base, increase voter turnout, and convert undecideds.

PREPARE TO EDUCATE agencies and candidates on your digital capabilities. Many agencies go dormant between election cycles, and quickly fall back to what they've used in the past. Build your plan now to educate them on the value of digital.

THE CASE FOR MOBILE POLITICAL TARGETING

Mobile devices are the most personal device, versus a laptop or desktop that is shared by an entire household.

The majority of your content consumption likely happens on mobile devices today! Even more important, your audience seeks out and engages with political news on mobile devices. This creates an ideal channel for candidates to reach a motivated audience.

By knowing the location of a device, you can infer Congressional, State upper, and State lower voting districts. This empowers candidates to target their message exclusively to eligible voters. This works incredibly well for down ticket races where TV spend was previously too expensive and too broad of an audience. This works well for House races, mayoral campaigns, and local issues or referendums.

With Senate races, understanding latitude & longitude on a state-wide basis provides ample location targeting capabilities. Your mobile focus here should be on tailoring the message based upon the issues your mobile audience cares about the most.

ABOUT REVEAL

We provide rich mobile audience data to improve product and advertising performance. We build audiences by measuring real-world and digital behaviors from mobile devices by evaluating lat/long, app installs, and which beacons a device encounters in the real world.

Capture your share of political ad spend with Reveal's unique and innovative mobile audience targeting. Our team of data scientists unlocks never-before-seen audiences on mobile devices. Reach exactly the right audience, in the correct location, with the most relevant message.

TARGET BASED UPON AFFILIATION

Republican, Democrat, Independent
Liberal, Conservative



TARGET ONLY TO ELIGIBLE VOTERS

Congressional Districts
State Upper & Lower House Districts

