

CASE STUDY: POLITICAL

Board of Elections wanted to inform the public of polling location changes due to the COVID-19 pandemic, using a 4-day display campaign.

Goal was to reach as many primary voters as possible prior to the election. Targeting tactics included geotargeting to the intended voting area and running RON to cast a wide net. Creative had a strong call to action to “click to find your new polling site”.

Impressions delivered: 1,700,000+

Creatives: Multiple display ad sizes

Board of Elections wanted to inform the public of polling place changes due to COVID-19 pandemic.

Included multiple display ad sizes.

1.7M+

Impressions

0.12%

CTR

2,000+

Clicks