

Turning Votes Into Victories With Programmatic Advertising

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Summary

Kinetic Strategies ran a successful campaign for Veronica Escobar's congressional race, targeting likely Democratic and swing voters in Texas' 16th district. Facing challenges of limited geography and tight deadlines, they used a waterfall approach, leveraging OTT and video advertising inventory packages along with voter data attribution to measure how effective their campaign was in driving voter turnout.

Results

	Total Impressions 1,247,106		Blended eCPM \$25.51
	Unique Reach 158,075 voters		Blended Video Completion Rate 83.81%

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Kinetic Strategies specializes in collaborating with campaigns, causes, and brands, ensuring engagement with the pivotal audiences and propelling movements in the right direction.



Working with StackAdapt on the Veronica Escobar for Congress campaign was instrumental for Kinetic Strategies. The strategic approach, including a waterfall strategy and preapproved inventory packages, was crucial in overcoming roadblocks of limited geography and specific voter targeting. StackAdapt's voter data attribution provided invaluable post-election insights, validating the campaign's targeting strategy. The impressive results, including a unique reach of 158,075 voters, showcase StackAdapt's exceptional impact on our campaign's success.

—Amir Salehzadeh, CEO at Kinetic Strategies

Challenge

The goal of this campaign was to effectively reach voters in Texas' 16th Congressional district ahead of the 2022 midterm election. This was challenged by limited geographical scope, specific voter audiences, and firm deadlines associated with political campaigns. There were constraints on inventory availability, as not all publishers accepted political campaigns, and creative content had to adhere to specific disclosure requirements.

Strategy

Approved inventory packages were used to ensure spending on high-quality video and OTT inventory, minimizing rejections and maximizing reach towards registered voters.



Approach for Scalability

The campaign used a waterfall approach, prioritizing 1st-party data from TargetSmart. This approach was to be complemented by additional demographic and geotargeting.



Inventory Packages

Approved inventory packages were planned on being utilized for video and OTT inventory. This was meant to maximize scale and minimize publisher rejections so that the budget could be directed towards high-quality inventory.



Post-Election Insights

StackAdapt's 1st-party attribution solution was setup to be used post-election. This would provide crucial insights into the share of OTT and video audiences that cast their ballots on election day.

Execution

The strategy prioritized 1st-party data from TargetSmart. This was complemented with additional demographic and geotargeting using StackAdapt's tools and data partnerships. This combination allowed for a precise and effective media plan.

Integration of Voter Data Attribution

Following the election, Kinetic Strategies effectively leveraged StackAdapt's voter data attribution. This provided crucial insights into the share of OTT and video audiences that actually cast their ballots on election day. By leveraging this data, the agency gained a deeper understanding of target frequency, motivating factors for voters, and was able to validate the campaign's targeting strategy for future campaigns.

Waterfall Approach Implementation

Kinetic Strategies executed the planned waterfall approach, this was implemented to prioritize spend on the campaign line items targeting top tier voter data from TargetSmart, but also allocate budget to more scalable audiences from L2 and AnalyticsIQ. This ensured that the campaign was delivered in full, while still taking advantage of StackAdapt's data partnerships.

Deployment of Inventory Packages

This strategic move maximized scale and ensured efficient spending on political creatives. By minimizing publisher rejections and carefully allocating the budget, Kinetic Strategies maximized reach to registered voters.

Outcomes

The campaign achieved remarkable success, with eCPMs ranging from \$14.69 to \$36.70, a blended frequency of 7.74, and a unique reach of 158,075 voters, showcasing the efficacy of the strategies that were deployed.