

CASE STUDY: MOBILE ADVERTISING

2017 GA-06 Special Election

In the midst of a historic onslaught of spending, with millions pouring into the race from California and New York to support the Democrat candidate, Jon Ossoff, the Republican National Committee partnered with Majority Strategies to help persuade and turnout a highly targeted universe of mid-propensity, swing voters who had not voted in the Georgia 6th Congressional District April 18th special election, but who had voted in the 2016 general election. Most public polling showed the Republican trailing in the race leading up to election day, but we ended up winning by 4 percentage points.

RNC voter scoring allowed the RNC and Majority Strategies to develop a list of the best voters to target to boost turnout and help combat the wave of new registrants, infrequent Democrat voters, and independents that Ossoff and the Democrats were turning out.

Using RNC data, Majority Strategies developed an aggressive and highly targeted flight of mobile advertising for the final 5 days of the campaign targeting a swing universe of 47,000 voters with anti-Ossoff messaging and a push to locate their polling place for Tuesday's election.

These mobile ads used national security-focused persuasion messaging that complimented the RNC traditional digital advertising efforts on Facebook targeted at the universe of swing voters who we were confident were going to vote on June 20th.

Our team worked with the RNC to write, design, and place the mobile flight in under 24 hours, allowing the RNC to add much needed "lead on the target" to a universe that voter scores indicated was an area of concern going into the final weekend and Election Day voting.

THE RESULT:

Majority Strategies matched a mobile device to nearly 77% of the targeted voters. A mix of static, GIF, and :06 video creatives delivered to this universe resulted in 723,784 impressions with a click-through rate of 1.27% on full screen ads.

