



Political White Paper Display Advertising

LocalMarketingResource.com

1) Summary

A city in Florida had passed a \$.02 cent tax to pay for road repair, emergency services such as ambulances, fire departments and other types of social services. The problem is that the actual costs of these services far outweighed the revenue that they were able to collect from the taxes. This caused a lot of issues and the city needed to go back to the people and ask for an additional \$.02 cents.

2) The Problem

To put it mildly, the community was outraged that it wasn't calculated properly from the previous year. The city was very worried that they wouldn't even get it on the ballot let alone get it passed for the 2nd tax increase in a row.

3) The Solution

The city approached us and asked if we could get in front of the people and plead the case. So, what we did was have them take pictures of the actual firemen, fire department buildings, ambulance drivers, actual pot holes in their roads, etc. so that when people saw these ads, they would recognize these people, buildings, and roads. The following are the results.

4) The Benefits

By partnering with us, the city was able to use display advertising to get in front of practically every adult in the city in a very short period of time. Then they could stay in front of everyone until after the voting was completed. We were aggressive in showing all voting age adults these ads whenever they were online and when the people clicked the ad, it went to a very compelling page that explained the problem and how much this was needed in their community. Unlike billboards on the side of the road, this could provide all the details that people could read, watch and research.

5) Programmatic Buying Results

The bottom line is that they not only got the initiative on the ballot, **it passed by 51%.**

Metric Definitions. Click Through Rate (CTR), Cost Per Click (CPC), and Cost Per Thousand Impressions (CPM) are industry-standard metrics in the online advertising industry that measure customer interactions (clicks) and cost-effectiveness. Each metric is discussed in further detail below.

Campaign Type. Campaigns are broadly broken into four types: Contextual (showing ads on specific

types of websites), Audience (showing ads to specific types of people), Geo (people in a specific area ... in this case the city in Florida), and Retargeting (showing ads to people who have previously clicked on a display ad or who visited the website that explained the situation)

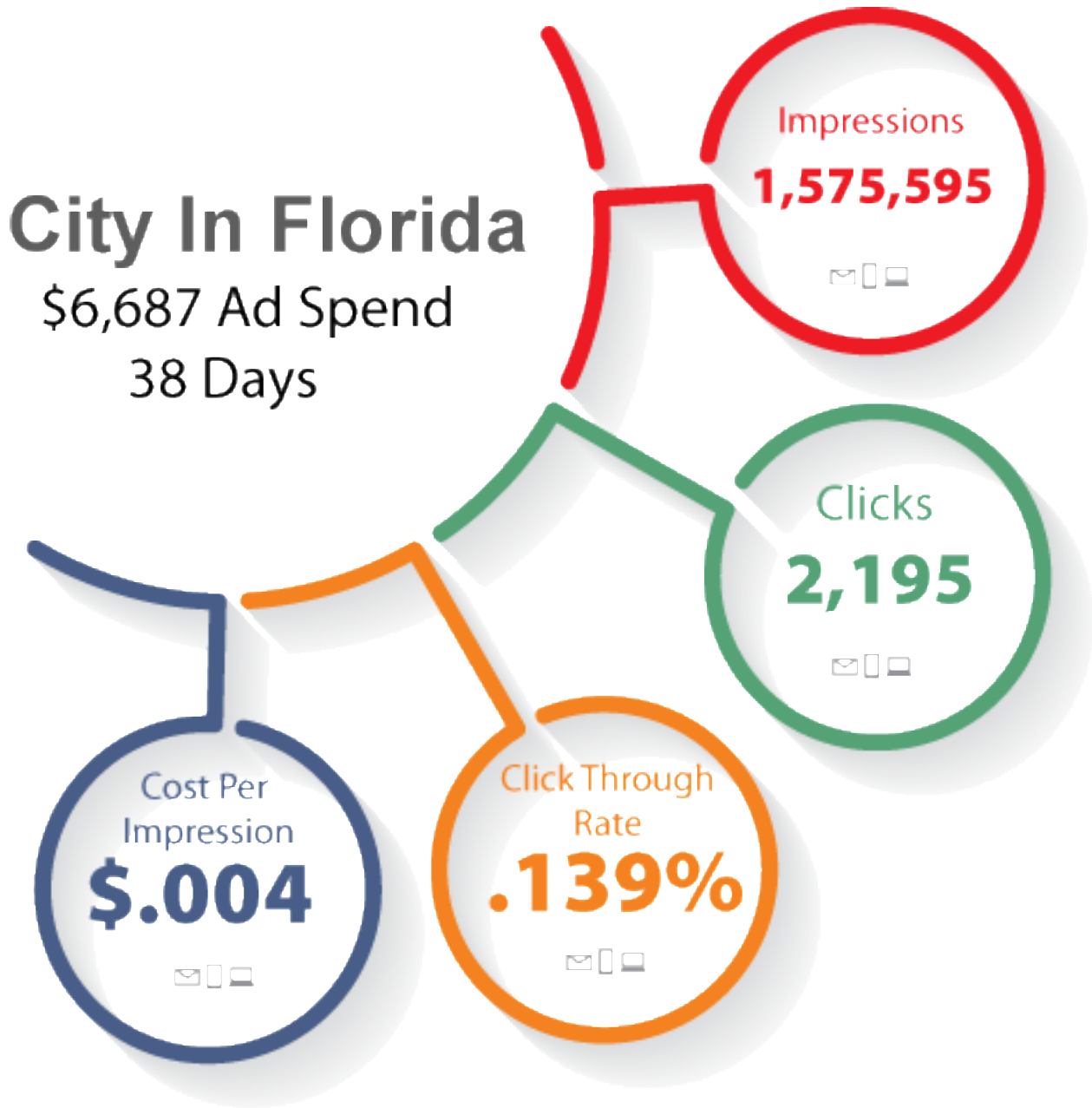
Contextual – We targeted showing the ads on, news and entertainment websites. Everyone who visited these websites would see the ads for this campaign.

Audience - We targeted all adults 21 and older in the city.

Geo – We targeted everyone who lived within specific zip codes and who were very active in the community.

Retargeting – Those who have clicked on the ads, we continued to target them in order to stay in front of those who were the most interested to try and convert them into strong supporters.





Highlights:

We were able to reach these voting adults over 1.5 Million times over a one-month (38-day) period of time. This cost less than a single billboard and was able to reach them during their downtime when they had the opportunity to research the problem.

When the leaders of this campaign were interviewed on live television, they were asked how the initiative even made it to the ballot, let alone passed by 51%. They said, “We doubled down on our Internet Marketing to get the word out”.

