



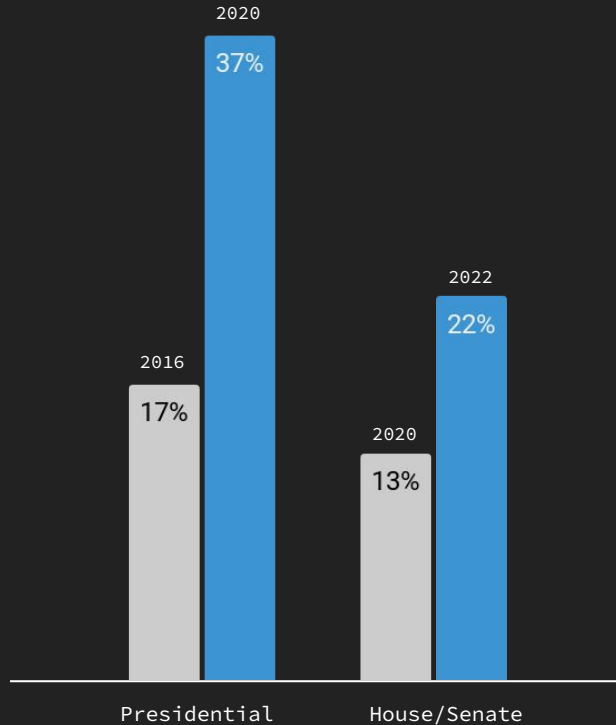
2022

TAKEAWAYS & LESSONS FOR 2024

PRIORITIES
USA



Digital Spend



Democrats are investing more in digital, but are still not matching consumption habits.



Lessons Learned

Targeting



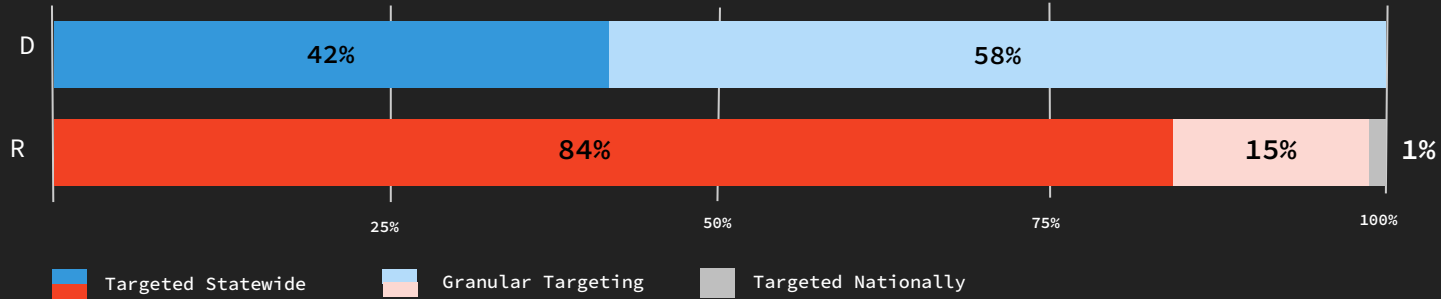


Battle-tested tactics are the foundation, but not enough to win in an ever-changing digital environment. Innovation is necessary to reach every voter.



Republicans target statewide, meaning they persuade our voters, their voters and swing voters.

Google Spend by Geo Targeting by Party

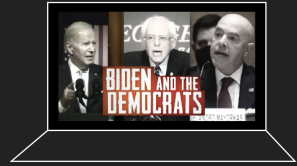


Including persuasion + mobilization spend by Democratic and republican advertisers related to Senate and Gubernatorial elections on google between 2022-01-01 and 2022-11-08. Excludes media advertisers.

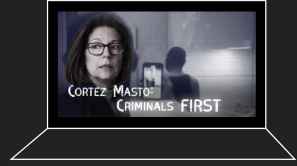
Five examples of large, statewide Republican YouTube Buys.



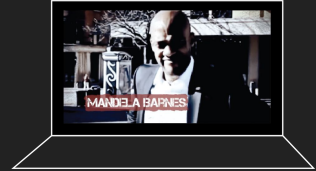
\$787K
Citizens for
Sanity



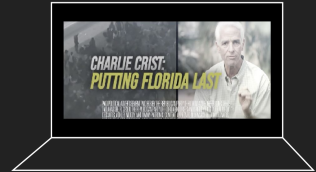
\$717K
Citizens for
Sanity



\$440K
WI Truth PAC



\$416K
FL GOP

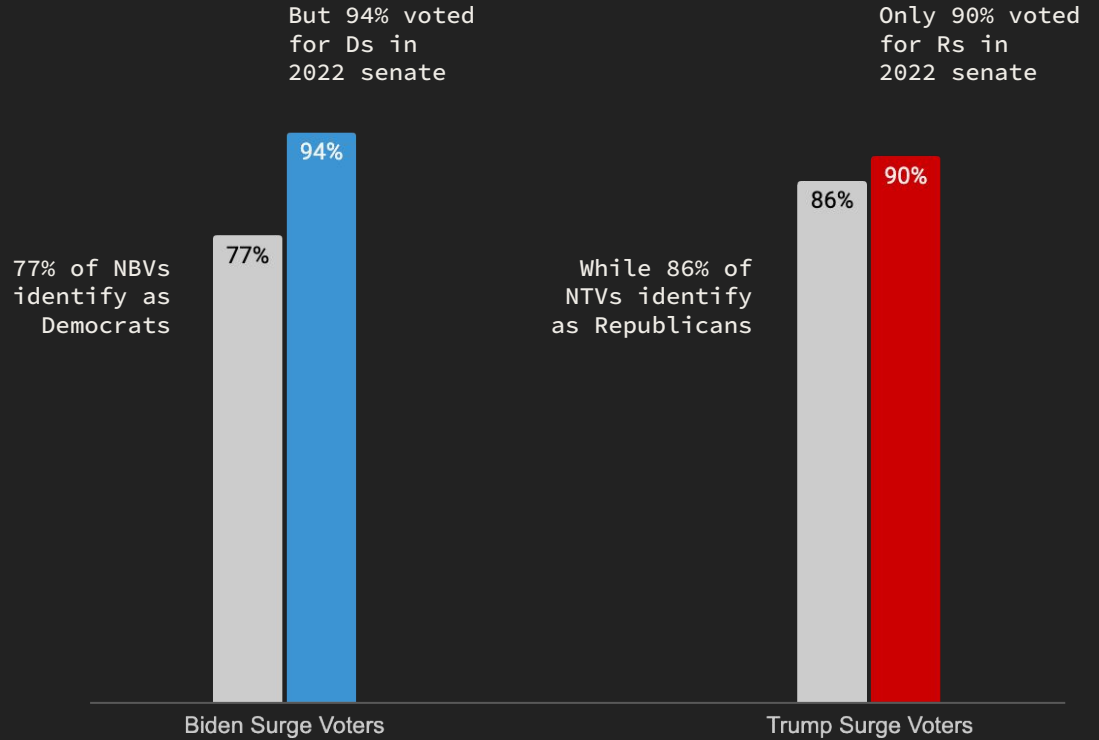


\$410K
One Nation





Traditional swing voters aren't the only ones who are persuadable. We need to maintain the Biden Coalition.













Targeting misinfo-heavy channels directly mutes the effect of the Republican Youtube content farm.

We ran pro Mark Kelly spots in an ecosystem of right wing youtube channels _____

And saw a **9.4% treatment effect** toward Kelly (much higher than more balanced ecosystems)

-  **Fox News** 
@FoxNews
10.4M subscribers
-  **Candace Owens Podcast** 
@CandaceOwensPodcast
1.43M subscribers
-  **Conservative Twins** 
@ConservativeTwins
2.23M subscribers
-  **Ben Shapiro** 
@BenShapiro
5.44M subscribers

SAMPLE RIGHT HIVE CHANNELS



Study extension of

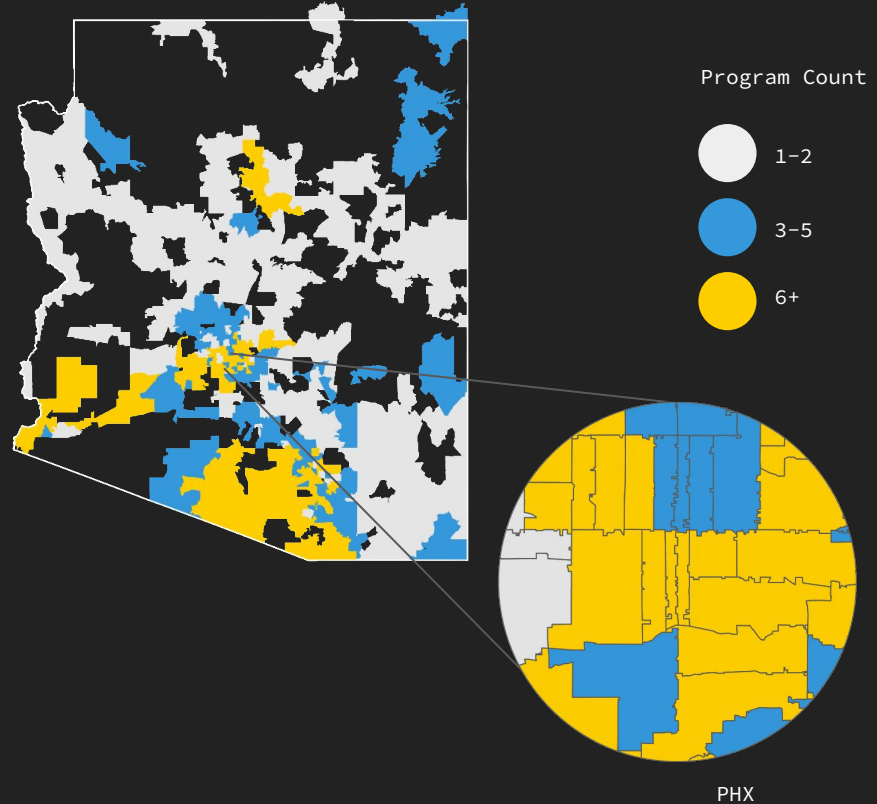




Many of the communities we want to target overlap at the zip-code-level.

Reaching the right voters requires smart behavioral targeting.

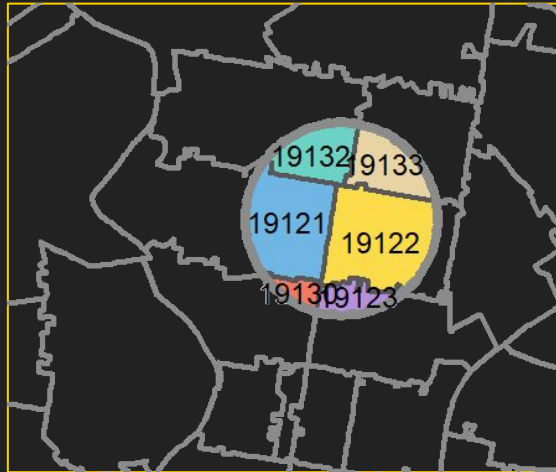
Targeted in 2022 Program, Arizona



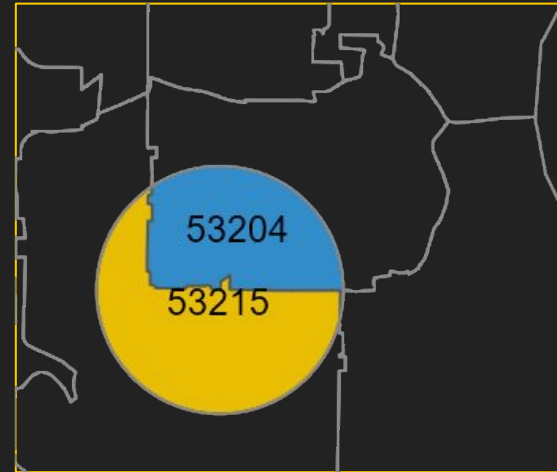


Pin-drops can add resolution to huge zip-codes in cities.

1 Mile
Pin Drop



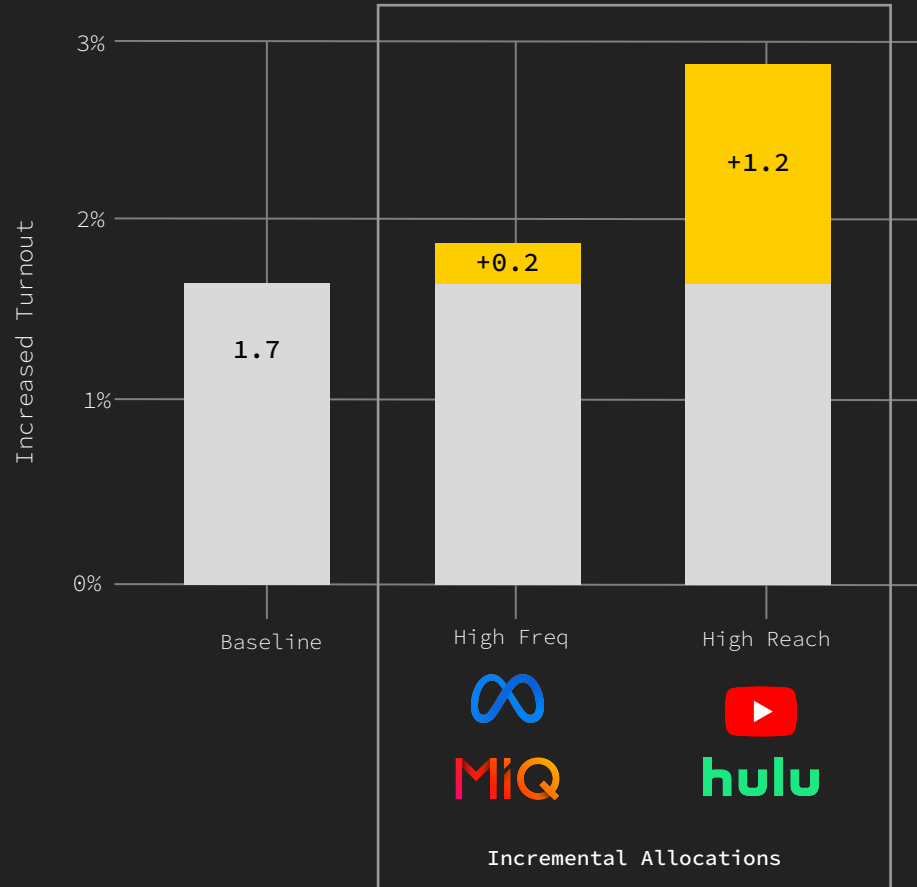
Temple University
Philadelphia, PA



Latino-dense blocks among white
neighborhoods in Milwaukee, WI



Layering contextual targeting significantly improves performance over hammering the same voter file list.





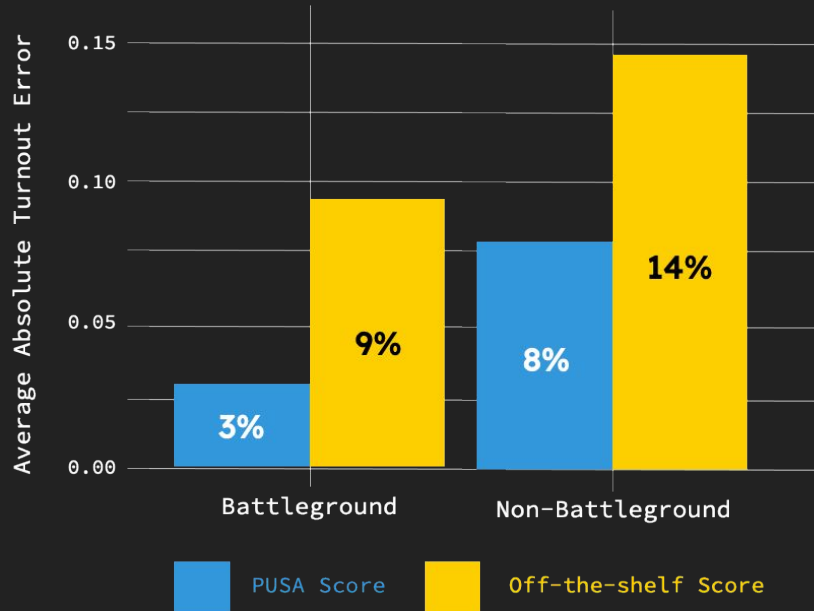
Many platforms are changing their targeting capabilities but 2022 showed us the impact of behavioral targeting.

	Voter File	Behavioral
Economic Indicators	<ul style="list-style-type: none">• Household Income - modeled unreliably• Mortgage value	<ul style="list-style-type: none">• People searching for personal finance advice, grocery coupons• Platform capabilities: Roku connecting device IDs to credit card statements
Race Indicators	<ul style="list-style-type: none">• Last name, which are often “more difficult” to match• Zip code	<ul style="list-style-type: none">• Content targeting based on language• Organic consumption research



In-house modeling allowed us to improve on off-the-shelf scores, especially in the states that matter most

Average Absolute Turnout Error in 2022 Midterm
POTUS Battleground vs Non-Battleground



- Novel time-features that are among the most predictive.
- Unique approach that is as good for irregular elections (GA run-off, WI Supreme Court) as it is for generals.
- Impact of laws on voting access.

29 of 136
predictive
features



Lessons Learned

Media





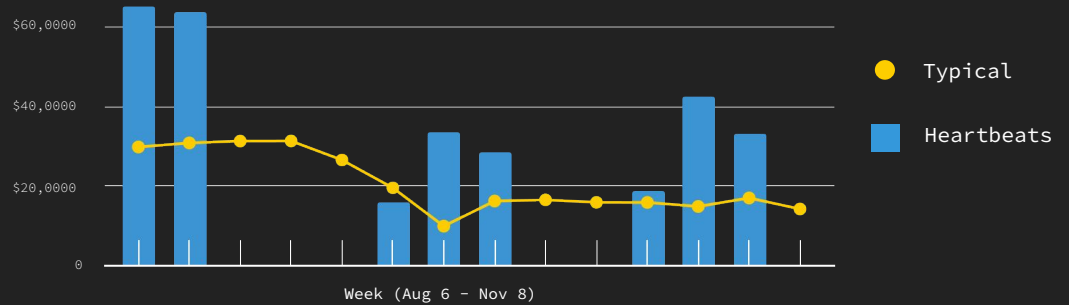
We live in a constantly changing media environment. Voters' online behaviors change. Platform offerings change. New experimental learnings challenge our existing assumptions.

We need to adjust our media approach dynamically.

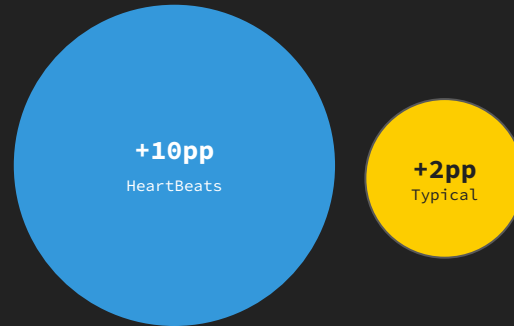


People live in an “always on” media environment.

Heartbeat pacing shows we can break through in a crowded field.



Results
Biden Fav

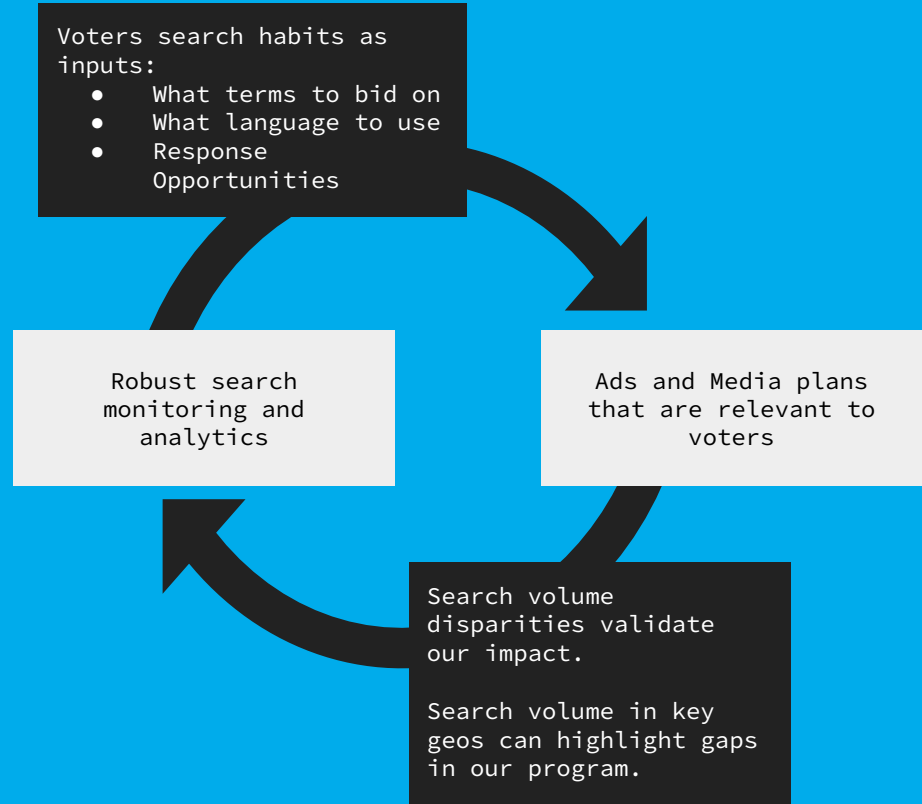


Heartbeats also dominated search with **1310 searches** > typical condition per zip



Voters are searching for things that affect their everyday lives, not just political buzzwords and candidate names.

Search is a powerful feedback loop with voters.





No Political Ads



C3 Allowed



Targeting or Inventory Restrictions



hulu



Google



Which platforms accept which ads is always changing. We need to explore how to communicate on those platforms and think beyond traditional ads.



Media buying is changing as consumption habits change - the landscape is increasingly fragmented.

Consumers are increasingly fragmented



1 in 3 people have 10+ streaming apps



1 in 4 people are changing subscriptions monthly

Buying is disaggregated





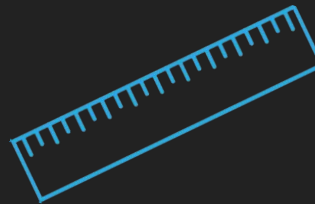
The value adds across networks are getting stronger as they compete for our dollars. We're seeing four major trends:



ACR for Incremental Reach and Conquesting



Media Consumption Data: Not just time, but what/where our target audiences are consuming content



Measurement outside of brand lift



Unique Identifiers for Customers in a Cookieless World



Updates to YouTube

Major investments in YouTube as a platform for sports.



- YouTube has the rights to NFL Sunday Ticket starting this fall.
- They plan to pair this with creators in & out of sports for more content.

Growing YouTube's CTV capabilities.



- New 30 sec non-skip inventory will be available via Select.
- Rollout of 'pause experiences' on TVs that are similar to banner ads when a user pauses a video.
- Expansion of 'extensions' that enable a landing page to be sent to the viewer's phone.



2022 LESSONS LEARNED

Creative



With organic video creation tools pushing the boundaries of what voters are viewing online, there's never been a better time to experiment and challenge assumptions. Constituency-specific creative that is unique and diverse can offer a big pay-off.



“Mark Kelly is fighting to keep Latino-owned businesses open.”

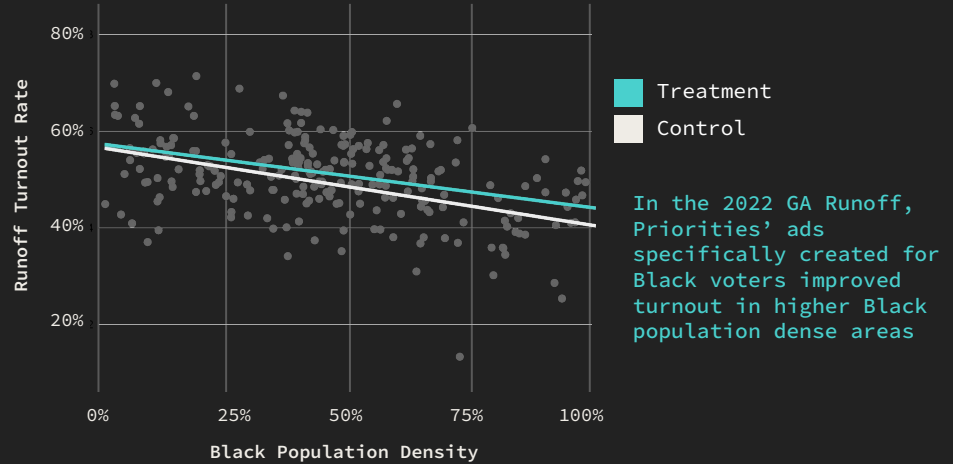
Constituency-specific tracks don't necessarily mean different messages, just intentional execution.



▶ [Latino Owned Businesses, 2022](#)

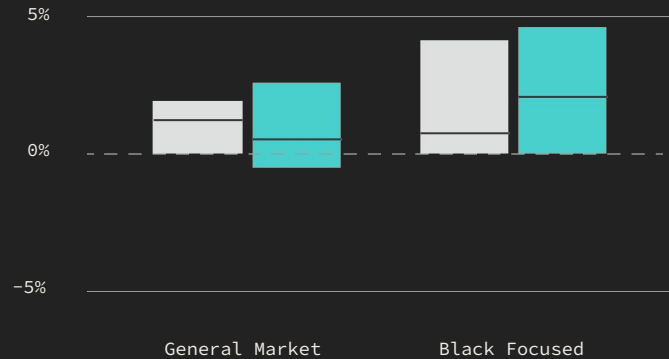


When we're intentional about creating ads for constituency groups, we see better results.



Black (teal)
Dem (white)

Looking at all 2022 Priorities' mobilization ads, ads created for Black voters have a higher treatment effect amongst Black voters





“Trump’s response to Coronavirus has been tragic”

▶ Refresh,
2020 Black Voter
Persuasion Program



Black-Dense Zips: Vote Choice

Black Voters	→	+1.7
White Voters	→	+1.7

Voters are more complex than their race/demo or zip code. When we’re intentional about message design, similarly valued voters respond.



Ad testing isn't perfect. There is no one size fits all metric, and the goals of the program matter in weighing shipping decisions.

In test, *Bob* had middling performance on the Vote Enthusiasm, but scored high on a DV asking if voters would like a link to check their voter registration.

In field, *Bob* drove most conversions and had one of the lowest CPAs (33% lower than avg)



► [Don't Be Like Bob, 2022 Early Check Your Registration](#)

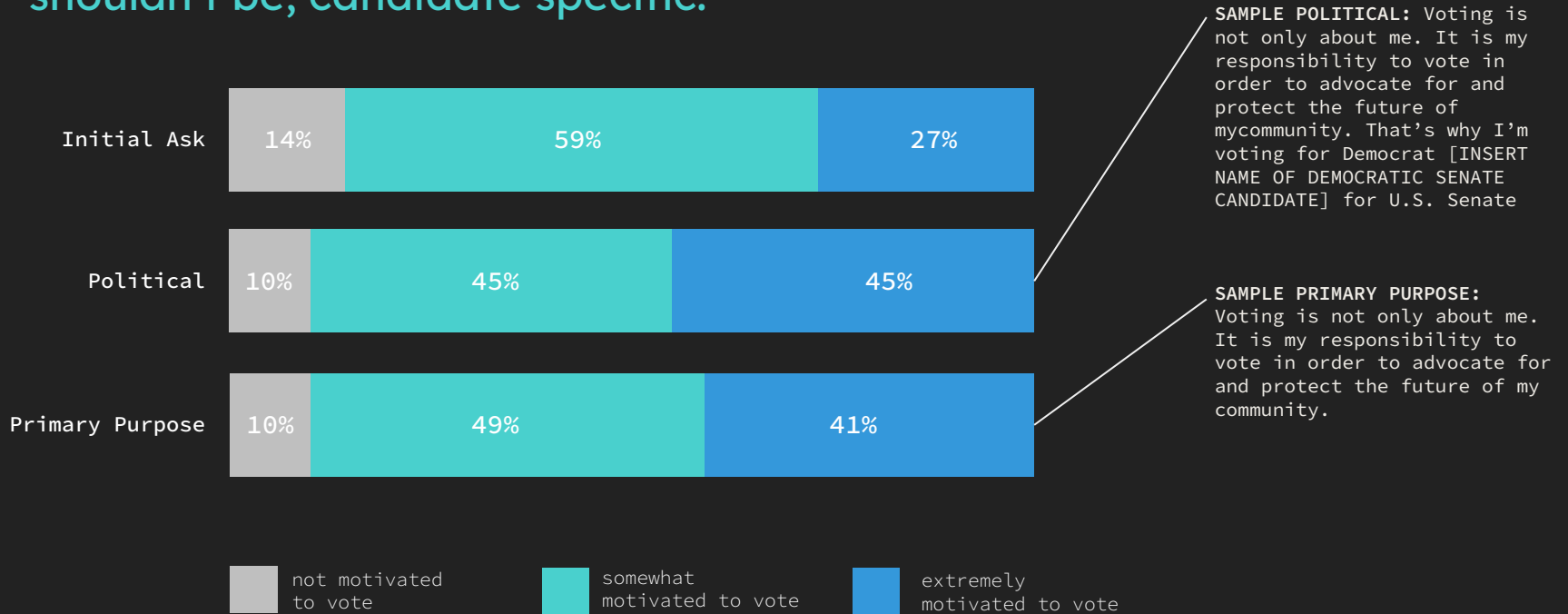
CREATIVE

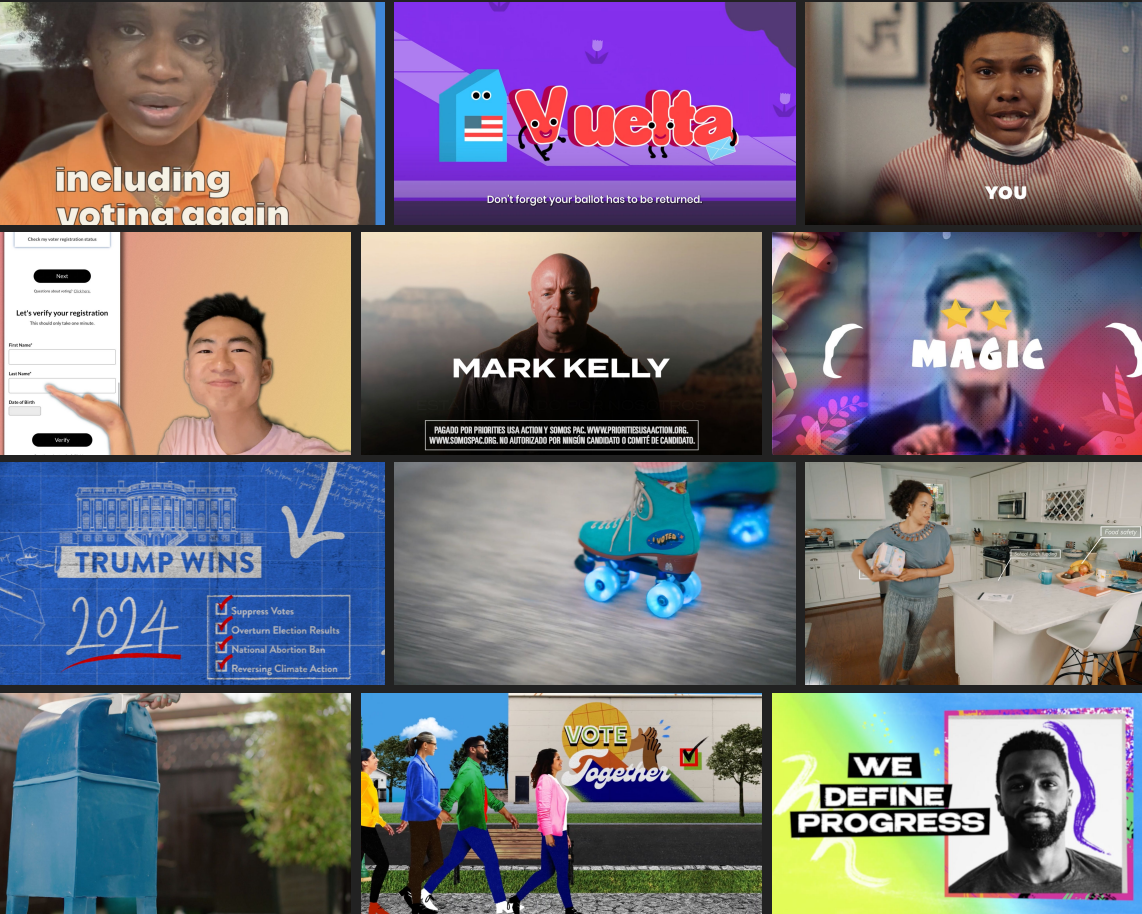
- Don't Be Like Bob
- Would Recommend
- Voting Booth
- Big Moves

Enthusiasm Percentile	Reg Link Percentile	Cost per Reg
55%	84%	\$267
66%	75%	\$211
27%	57%	\$455
77%	60%	\$2918



It doesn't always need to be, and sometimes shouldn't be, candidate specific.





Digital video ads should be as diverse as native video on digital.



Lessons Learned

OPPO

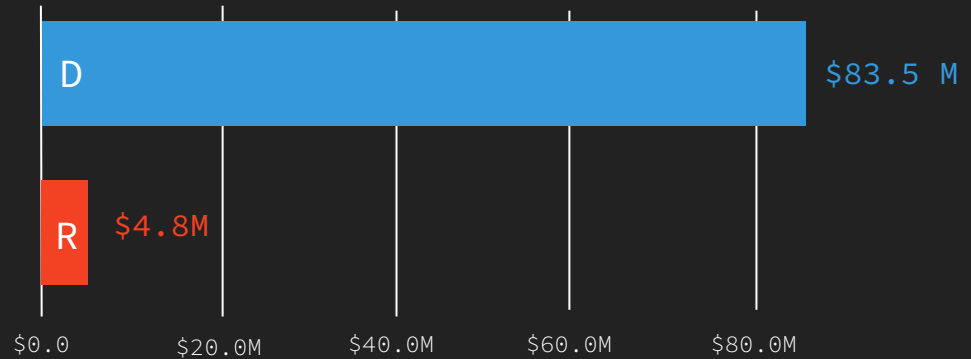


Every race and cycle is different. But, 2022 provides some clues to key Republicans' approach to messaging, and what they want to avoid.



Abortion was such an effective message because it cut across persuasion and mobilization audiences, AND Republicans had no response.

Digital Abortion Spending by Party in '22



Including abortion-related persuasion + mobilization spend by Democrats and Republican advertisers on Meta, Google, and Snapchat platforms between 2022-01-01 and 2022-11-09. Excluded Media advertisers

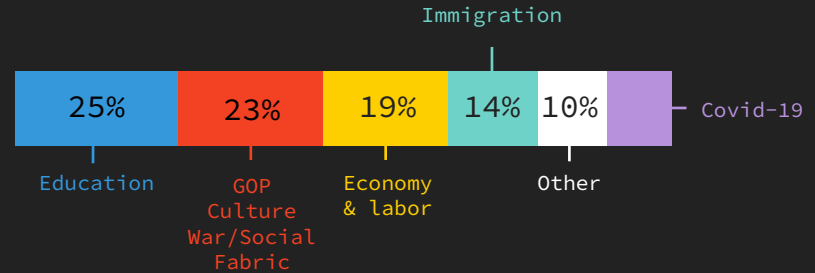


DeSantis takes digital for persuasion seriously.

DeSantis Media Mix



DeSantis Digital Spend by Ad Issue



DeSantis Digital Spend by Ad Purpose



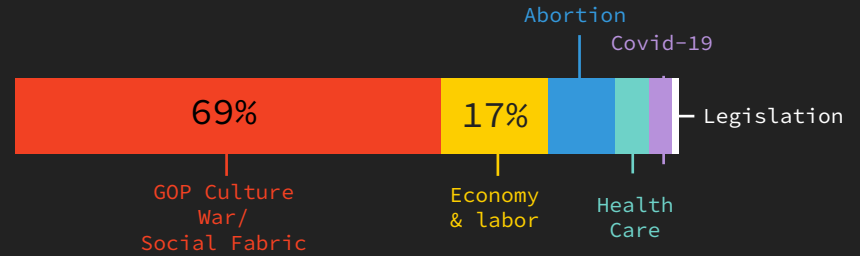


Trump spent 2022 fundraising with a GOP culture war message, but should assume he will turn to persuasion.

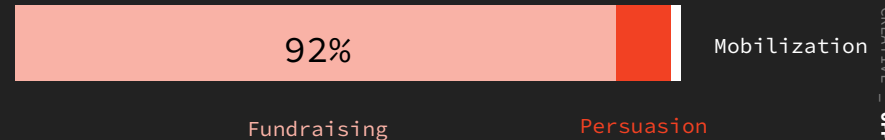
Trump Media Mix



Trump Digital Spend by Ad Issue



Trump Digital Spend by Ad Purpose





This Month

- Path to Reelection Briefing (was May 4)
- 2022 Takeaways and Lessons for 2024 (Today!)

This Summer

- Biden Research Deep Dive Briefing (Wed. June 14 @ 1pm ET)
- AdHawk 2.0 Release
- Contrasting Biden w/ Republicans Research Briefing

This Year

- Media Consumption Research Briefing
- Digital Fundamentals Trainings
- Social Pressure for Digital Training
- Meta: How to Launch Ads Training

→ Presidential Digital Table



PRIORITIES

USA
