Priorities

Glossary

Fundamentals

Paid media: The standard term for advertising in politics. This is generally a combination of digital ads, TV ads, direct mail and may also include radio, newspaper ads, etc. Contrast "paid media" with "earned media," which is publicity for the campaign in placements that are not paid – being featured on a news show or written about in a newspaper, for example.

Organic: Online content that does not have ad dollars behind it, like an instagram or facebook post. Sometimes, organic content is then turned into advertising when we take an existing post and run it as an ad.

Persuasion: Media that's designed to change how someone thinks/feels about a candidate or an issue - moving them toward or away from a candidate, or making them care more about a particular issue.

Mobilization: Media that's designed to help people vote! This can encompass everything from registering to vote, getting people to request and return mail-in ballots, Election Day GOTV, voter protection and ballot curing after the election to ensure provisional ballots are counted.

List-building: A specific type of fundraising campaign designed to get people to sign up for an email or SMS list, which can then be used for donation asks. List building can be used as a way to mobilize or consolidate the base to take action around a specific issue as well. This can be subdivided into two main types: **policy** listbuilding, which focuses on a specific issue or legislative priority, often asking people to show their support or take a survey, and **tactical** listbuilding, which includes things like asking people to sign a birthday card for a candidate.

Accountability: A specific type of campaign aimed at current officeholders, making sure voters know about what they are doing (good or bad). This is usually a form of spending by organizations that happens outside of the pre-election period and has legal guidelines on what is and is not acceptable as accountability.

RR: Rapid response. Campaigns that are run in response to something that happens in the news cycle, like a Supreme Court decision or an opponent's gaffe, and are usually aimed at engaging supporters and donors.

CTA: Call to action. The specific thing an ad is asking someone to do – donate, register to vote, call a legislator, etc.

Social pressure: A theory from social psychology that states that people adhere to standard community norms when they are observed/know other people can see their behavior. In campaigns, this theory is used to encourage people to vote by reminding them that 1) voting is a social norm and that 2) whether or not they vote is a matter of public record, to add a layer of visibility and accountability to their behavior.

Priorities

Field: The arm of a campaign that does direct voter contact through phone calls, door knocking, events, etc.

Comms: The arm of a campaign that deals with the message being put out, mostly through press (earned media) and social media.

Finance: The fundraising arm of a campaign – calling donors, running fundraising events, etc.

Ad placements

Display: A catch-all term for non-video, non-social media ad placements, which can be either still or animated and generally come in a set of 12 standard dimensions.

IAB: Interactive Advertising Bureau. An industry group that sets standards and establishes best practices for internet advertising. The IAB established the list of 12 standard sizes for display ads:

>   **Billboard:** 970 pixels wide x 250 pixels high
>
>   **Smartphone banner:** 300x50 or 320x50
>
>   **Leaderboard:** 728x90
>
>   **Super leaderboard / pushdown:** 970x90
>
>   **Portrait:** 300x1050
>
>   **Skyscraper:** 160x600
>
>   **Medium rectangle:** 300x250
>
>   **20x60:** 120x60
>
>   **Mobile interstitial:** 640x1136 or 750x1334 or 1080x1920
>
>   **Feature phone small banner:** 120x20
>
>   **Feature phone medium banner:** 168x28
>
>   **Feature phone large banner:** 216x36

Pre-roll: Video ads that appear before the video content the user wants to watch. For example, an ad played before a YouTube video.

Mid-roll: Video ads that appear during the video content the user is watching. For example, an ad played during a Hulu episode.

Skippable: Video ad inventory that allows the user to skip ahead to the desired content after the first few seconds of an ad.

Priorities.

Non-skip: Video ad inventory that requires the user to watch the entire ad before seeing the desired content.

Digital TV: Traditional "TV" content delivered through a non-cable subscription over the internet. Digital TV includes subscription services like Hulu and Roku as well as smart TV systems like Samsung TV, and encompasses ads watched through these systems regardless of screen (so an ad watched in the Hulu app on someone's phone or via Apple TV on someone's computer screen would all count as digital TV, even if they aren't on a television screen).

CTV: Connected TV. A device used to watch digital TV, like an Amazon fire stick or Samsung TV. In ad planning, this is generally used interchangeably with digital TV or OTT.

OTT: Over-the-top. An ad industry term for digital TV subscriptions watched through a connected TV device, like the ESPN app on a Roku device. Generally used interchangeably with digital TV or CTV.

FEP: Full episode player. A type of premium digital video that is generally used interchangeably with OTT or CTV, but talk to your vendor about what it specifically entails, because some options may vary.

OLV: Online video. Used generally to refer to the whole range of programmatic video options, and may or may not include premium CTV placements.

Programmatic: A way of buying ads on an automatic online auction, where the system automatically bids to show an ad to your targeted audience wherever they are browsing within a wide network of websites. Display (static/gif), pre-roll and other online video, and CTV/OTT can all be purchased through programmatic ad buying.

DSP: Demand side platform. A system that you can use to place programmatic ads, where you set up your audience and targeting criteria and establish a budget, and the system automatically bids to show programmatic ads to your targets.

Exchange / ad exchange: Online marketplaces where publishers sell ad inventory that you can use a DSP to purchase. (Think of the exchange as the auction house, and the DSP as your automated agent that places bids on your behalf).

Digital metrics

Impression: One instance of an ad showing one time on one screen.

Reach: The count of unique devices who saw at least one impression. One device can count for many impressions.

Frequency: How often your ad was shown to a unique individual, expressed as an average.

Engagement: Any interaction with your ad (a click, an instagram comment, a facebook like, etc).

Priorities.

Conversion: An action that's completed. This depends on what your goal is, but includes actions like a person clicking through and donating to your cause, or a person clicking through to request a mail-in ballot. If someone gets partway through the process and doesn't complete it, we refer to an incomplete or partial conversion.

Acquisition: A new user sign-up. This is a specific type of conversion used in list-building campaigns, and is sometimes used interchangeably with "list-building" to refer to digital ads directed at getting someone to sign up for an email list with the ultimate goal of asking them for money through emails.

CTR: Click-through rate. The percentage of how many times an ad was clicked on out of the total number of times it was shown.

VTR: View-through rate. The percentage of times a video was watched all the way through (or 50% of the way through, depending on platform) out of how many times it was served to a user. (also known as **VCR - video completion rate**).

CPM: Cost per 1000 impressions – the basic unit of ad buying. (Literally, *cost per mille.*)

CPC: Cost per click.

CPV: Cost per view.

CPA: Cost per acquisition. (Expect this to be significantly higher than your CPM, because it requires the person who sees an ad to take an action).

Net cost: When working with a vendor, the net cost (or net spend) is the amount actually spent on advertising, with the vendor's commission taken out.

Gross cost: When working with a vendor, the total cost for advertising paid to the vendor. This generally does not include ad production costs, but does include a commission on the ad buy (typically 10-15%).

Targeting

Targeting: The process of identifying people to reach to accomplish your goals and finding ways to reach them.

VAN ("the van"): The common term for NGP VAN, a product that most Democratic campaigns and candidates use to access the voter file and create universes. Many first-party lists come from the VAN.

Universe: The set of people you are trying to reach based on the goals of your program.

Score: An analytical tool in which data points are mapped onto voters to predict their likelihood to think or act in a certain way. We use scores to quantify predicted behavior or characteristics of voters based on past behavior, surveys and publicly available information about someone.

Priorities

Support score: A score that predicts, in any given election, how likely a voter is to vote for a Democratic candidate over a Republican candidate. E.g: in a group of voters with a partisanship score of 70, 70% of the group will vote for the Democrat and 30% will vote for the Republican. Similar to a partisanship score, which reflects the likelihood a voter identifies as a Democrat.

Turnout score: A score that predicts how likely a registered voter is to successfully vote for a given election. A turnout score doesn't predict who the person will vote for, and different turnout scores are used for different types of elections (e.g. a presidential general election turnout score will be different than a midterm turnout score).

Persuasion score: A score that reflects a voter's value for persuasion - how likely someone is to change their mind or move on an issue/candidate as a result of receiving persuasion messaging. Typically, these reflect people with support scores close to 50/50 and high turnout scores. We encourage an expansive view of persuasion. Persuasion scores can also represent the increase in support for Democratic candidates due to exposure to an ad.

GOTV score: A score that reflects a voter's value for mobilization. Typically, these reflect people with high support scores and lower turnout scores.

First-party/1p: Targeting based on individual-level data that you own or have bought. For example, targeting a list of donors or supporters, or a list of voters activated from the voter file.

Third-party/3p: Targeting based on data that the platform owns. For example, targeting based on a platform's age or gender definitions. Targeting based on Facebook's education data would use third-party targeting, for example.

Lookalike audience (LAL): A combination of first-party and third-party targeting. An audience based on the platform's model of your first-party audience. For example, you upload a small list (1000-5000) of targets to Facebook, and Facebook uses their data on users to identify more users like them.

DMA: Designated Market Area, aka a media market. In television broadcasting, the country is divided up into zones that center around a particular city and are served the same programming. TV ads are generally purchased by DMA.

Geo targeting: Targeting based on the geography where someone's device is located or where they spend a lot of time. This is generally at the ZIP, state or district level but sometimes can be smaller; GPS targeting can be used to reach a range (one mile or greater) around a specific pin. Geotargeting is often used to narrow down an audience to ensure ads are only being shown to the appropriate district.

Demo targeting: Demo, or demographic, targeting refers to targeting on likely demographics (age, gender, race, etc) that are determined by their online activity.

Priorities

Behavioral targeting: Targeting someone based on online behaviors they have: if they browse news articles a lot, look at parenting blogs, tend to engage with left-wing politics, etc. Different platforms have different behavioral options.

Contextual targeting: Targeting someone based on the content they are looking at online, like searching for a term on google.

Negative targeting: A set of individuals that ads should NOT be served to. For example, targeting an entire zip code (geo targeting) <u>except</u> hard-core Republicans.

Listmatching: The process of matching your first-party data to online profiles. Different platforms need different data to maximize match rates. Facebook and LiveRamp are common listmatching destinations.

Blacklist / blocklist: A list of sites you can provide to a platform where your ad will *not* run, even if a targeted voter is browsing that site and there is ad inventory available. A standard set of blacklisted sites for Democratic political ads would include sites like Breitbart and other far-right/hate platforms.

Whitelist: The opposite of a blacklist, a whitelist is a less common term for a list of sites where you want to directly buy ad inventory to reach the site's full browsing audience instead of only your targets.

ACR: Automated Content Recognition. A type of contextual targeting that serves ads to people who have previously viewed some certain video content – for example, people could be targeted if they have been served an opponent's ad.

Research & analytics

"Qual" / Qualitative research: Research that relies on deeper conversations with a limited number of people to really get a deep understanding of the way they think about issues and candidates, and what changes their minds. Qualitative research is generally focus groups (in person or online). Ethnographic interviews, QualBoards and Diaries are other qualitative techniques.

"Quant" / Quantitative research: Research that relies on surveying a large number of people to get a representative cross-section of an audience, hoping to see statistically significant trends and movement. Quantitative research is generally polling.

Statistical significance: Seeing results in a survey or test that can't be attributed to just random chance. It is harder to get statistical significance with smaller audiences, because there's less data to demonstrate the difference could not be due to random variation. If we have statistical significance in a result, we are more confident that the result is meaningful. For example, a statistically significant 1% movement due to an ad tells us more than a 5% insignificant movement.

Priorities.

n: On poll and test results, *n* means the number of people in a certain category (the sample size). A poll might be *n* = 1000, which means 1000 total voters took and completed the survey. Of that total, the sample size of voters between 18-35 in Arizona might be *n* = 75 – it's much harder to get statistically significant results when the sample size is smaller.

Margin of error (MOE): The amount of uncertainty around your estimate due to sample variation. It is a function of sample size and your target level of significance. Typically reflected as +/- X%. For example, an estimate of 50% with a moe of +/- 3% would imply the true value could be between 47% and 53%. Margin of error is <u>not</u> the only source of uncertainty in polling. Bias and weighting also introduce error.

RCT: Randomized controlled trial. An experiment where one group of subjects is held out from treatment – the control group – and other subjects receive treatment. Typically, treatment in our context is a voter contact, like an ad or door knock.

In-field testing: An experiment where ads and tactics are tested by showing real voters real ads with real inventory. The voters do not know they are the subject of an experiment. This type of RCT is the gold standard for measuring the impact of program. Voters are randomized intro treatment or control groups, typically either individually or by zip code. The control group is not targeted with ads.

Horse race: A measure of support for the Democratic and Republican candidates in polling. It can be measured either as raw support (e.g. 47% Dem, 43% Rep, 10% undecided), or as a **two-way**. Two-way looks at Democratic share of respondents who are decided (e.g. 47% divided by 90% = 52.2%). **Margin** reflects the difference in the horse race or two-way (e.g. +4).

Uninformed ballot: Support for the Democratic and Republican candidates in a race before any messages or information about either candidate are delivered within the poll. Considered to be your current, baseline level of support.

Informed ballot: Support for the Democratic and Republican candidates in a race after messages or information about either/both candidates are delivered within the poll. This measures the impact of messaging. It should be used as a relative measure – what impact does X have compared to Y. It does not represent the real-world impact of a message.

Open-end: A survey response where the voter can say whatever they want. They are not given a multiple choice set of responses. Typically phrased as "In a few words, can you tell me…".

Fav/unfav/net-fav: Measures of a candidate, officeholder or party's favorability. Net-fav is measured as the difference between favorability and unfavorability. For example, a candidate where 60% are favorable and 20% are unfavorable would have a net-fav of 40. A candidate with 30% fav and 40% unfav would have a net-fav of -10. **Name-ID** is typically measured as the sum of fav and unfav – the share of survey respondents who have an opinion of the candidate. The example candidates would have a name-id of 80% and 70%, respectively.

Priorities.

Crosstab: A way of viewing the results of a poll where outcomes are divided by different characteristics, and you can see the individual poll results for different subgroups in order to parse out the information. For example, you might want to see a crosstab for voters who started a survey against our candidate but then came to support our candidate by the end, in order to see which messages performed the best with that subgroup.

Creative & admaking

DTC: Direct-to-camera. A video ad where the subject speaks directly to the camera, frequently used for fundraising appeals.

Brief: A document outlining a plan for creative: the audience it's for, the tone it will strike, the kinds of visuals that will be used, etc. A brief usually does not include exact language, except in excerpts, because it's used to get everyone on the same page before moving ahead to actually writing a script.

Script: The document outlining each audio and visual element of a video ad. The script will include the exact language spoken on camera or in voiceover and a detailed breakdown of what is seen on screen at each line of the script.

Approvals: Political advertising usually needs to be signed off on by three different entities, so all creative ideally goes through the following separate approval processes before running:

> **Research approval** confirms that an ad is citing facts accurately that can be verified and that there are no potential political embarrassments in an ad (that volunteers or actors who appear are vetted, that stock footage is from within the U.S., etc.)

> **Legal approval** confirms that the campaign or organization is not putting itself at legal risk with any claims or attacks, that the content is appropriate for the advertiser's tax status, and that all ads use the appropriate disclaimer.

> **Advertiser approval** is final sign-off by the candidate/campaign manager or appropriate person at an organization.

Sixes: 6-second video ads.

Fifteens: 15-second video ads.

Thirties: 30-second video ads.

Static: An ad that isn't animated or video content.

B-roll: Video footage used where someone is not talking on camera. This may be footage of a person where they aren't speaking to camera or of landscapes, objects, etc.

VO: Voice-over audio played over videos or images.

Social copy: The text that accompanies an ad on social media platforms like facebook.

Priorities.

GFX: Video graphics. Animations that are added to a video ad in post-production.

TOS: Text on screen. This can be literal captions or more brief text to drive home important points, like text that says "Protect Abortion Rights" while the voiceover gives more detailed information about a candidate's record on abortion.

Side-by-side: A document produced to back up any claims made in an ad, where the claim is presented side-by-side with a source to cite the claim. For example, for the claim, "John Doe wants to allow insurance companies to deny coverage based on pre-existing conditions," the side-by-side may cite language on John Doe's campaign website or a recorded vote on legislation to do that. Often referred to generally as "back-up".

Disclaimer: Legally required language identifying the entity paying for a political ad, and in certain cases more detailed information about who has approved the content or donated to the paying entity. Disclaimer requirements will vary widely depending on the type of entity running the ad, the jurisdiction and the type of ad creative.

"Stand by your ad": A legal requirement from the McCain-Feingold Act that candidates for federal office appear in an ad approving the content of it. In different jurisdictions and formats, this may require a written disclaimer, and audio disclaimer or a spoken disclaimer where an image of the candidate appear on screen at the same time ("I'm Barack Obama, and I approve this message.")

Closed captions: Captions for an ad that are added in the system where the ad airs – for example, closed captions can be automatically generated and/or manually edited when videos are uploaded to Facebook. Because they aren't burned on to the video itself, but added in the system, closed captions can be turned off (or may be off by default), and will generally automatically adjust to fit the user's device.

Open captions: Captions for an ad that are created as part of the video file itself, so they appear the same and in the same position no matter where the video is uploaded. Open captions cannot be turned off or edited within a platform.

Slate: A screen in an ad that doesn't have actual imagery on it, like a title card. Often these appear at the end of an ad with an organization's name/logo and URL.