

CASE STUDY: POLITICAL

Political Influence Campaign
targeting specific locations in
Washington D.C.

Included multiple display ad sizes
and :60 pre-roll video assets.

Company ran 1-month influence campaign targeting devices seen at specific Washington D.C. locations.

Targeting tactics included targeting devices seen within a specific radius of the White House, Department of Defense and Department of Commerce with a longer one-minute pre-roll video message.

Budget: \$3,906

Impressions Contracted: 347,200

Impressions Delivered: 349,993

Creatives: Multiple display ad sizes and :60 pre-roll video assets

:60

Pre-roll video
length

0.31%

CTR

0.21%

Above Industry
Average