How can political campaigns more effectively reach voters with their messages? Ever since the Barack Obama 2008 election, which heavily relied on data-driven marketing and social media to raise funds and win over voters, political entities have increasingly implemented digital strategies to promote their candidates and bankroll campaigns.

Revolution Messaging, a full-service political digital agency, was founded to support those strategies, developing multi-channel promotional campaigns and tactics for clients such as member organizations, political entities, and non-profits.

**GEO-BASED CAMPAIGNS INFLUENCE AN ELECTION**

One of these clients, a large state education association, tasked Revolution Messaging with driving member support towards candidates who favor educational funding goals. Communicating that message to the association’s thousands of members was already possible by mail or phone, but they wanted to engage them in more places and on a more emotional level.

Revolution Messaging developed a full campaign strategy, including the media plan and creative for online display, video, and mobile, urging members to vote for local political candidates who would support the association’s educational goals.

Revolution Messaging built a landing page directing members to download an “Apple Ballot”, which outlined the candidates who were more supportive of education funding in several races. The campaign also encouraged promoting candidates on social channels.

“The long tail of political campaigns won’t spend $1M in media, but the technology LiveRamp is providing can take smaller races to so many more destinations at scale, with results not possible with less targeted media.”

Keegan Goudiss, Partner
Revolution Messaging
REACHING AN OFFLINE AUDIENCE, ONLINE

To reach the association’s member database online, the agency brought in LiveRamp to onboard first-party member records into a number of marketing platforms for precision ad targeting. The member list was uploaded to LiveRamp Connect, which anonymized and then matched the member records to desktop and mobile devices at the individual and household level. LiveRamp then distributed audience segments for geo-based campaigns to several destinations including:

- BrightRoll
- appnexus
- Facebook

MEMBER FILES

FOR VIDEO CAMPAIGNS

FOR DISPLAY TARGETING

FOR DISPLAY & VIDEO TARGETING ON MOBILE/DESKTOP

RESULTS

The campaigns drove more than 27,000 downloads of the Apple Ballot and produced outstanding share activity on Facebook. Most importantly, the education association was successful in getting their endorsed candidates elected in the June primary and in the gubernatorial election of 2014. Specifically:

- 86% of the 275 endorsed candidates supporting education won in the primaries
- 71% of the endorsed candidates won in the general election

“The technology LiveRamp provided helped ensure that members only saw paid advertising that was relevant to their specific interests. This allowed Revolution Messaging to help avoid wasteful spending on non-targeted ads.”

Keegan Goudiss, Partner
Revolution Messaging