

# BRYAN CHAPMAN

## THE OBJECTIVE

Bryan Chapman was running for re-election to his position with the Florence, SC school board against three other candidates. He had a limited budget and needed a campaign that would target his district effectively to make sure that he was well-known by his voters leading up to the election.

## THE SOLUTION

A multi-tactic campaign was developed to target ads across his district exclusively by drawing a perimeter around it rather than targeting by zip codes which included non-district areas. Utilizing Addressable Geofencing, adults 18+ were then served ads across all connected devices in the targeted homes. Intent targeted was also used to increase the frequency of the ads served to people in his district that were viewing information related to politics online.

At the same time, the team used several points on the map drawing a radius around each of them to target the social media audience found within his district and served several messages to his target audience through social media channels.

All of the ads served drove people to his website where a retargeting pixel was placed to keep his message in front of those voters who were not only in his district and looking at political information online, but who had also visited his website!

The final piece to this campaign was targeting the polling locations for his district. The team set up geofences and conversion zones around each of those locations to target the voters as they stood in line to vote with ads on their mobile devices. The conversion zones tracked the people who had seen his ad to the polling locations where they voted at.

## THE CAMPAIGN RESULTS

### HE WON HIS ELECTION!

#### ADDRESSABLE GEOFENCING

**97,749**  
IMPRESSIONS

**0.18% CTR**  
(177 CLICKS)  
(NATIONAL AVERAGE = 0.08%)

#### INTENT TARGETING

**35,000**  
IMPRESSIONS

**0.34% CTR**  
(119 CLICKS)  
(NATIONAL AVERAGE = 0.08%)

#### RETARGETING

**4,000**  
IMPRESSIONS

**0.55% CTR**  
(22 CLICKS)  
(NATIONAL AVERAGE = 0.08%)

#### VOTING POLE GEOFENCING

**19,000**  
IMPRESSIONS

**0.27% CTR**  
(52 CLICKS)  
(NATIONAL AVERAGE = 0.08%)

#### SOCIAL MEDIA

**86,448**  
IMPRESSIONS

**0.59% CTR**  
(509 CLICKS)  
(NATIONAL AVERAGE = 0.02%)

**67%**

LOOKING AT THE CLIENTS GOOGLE ANALYTICS WE FOUND THAT OUR CAMPAIGN DROVE OVER 67% OF HIS WEBSITE VISITS DURING HIS CAMPAIGN.

## CLIENT TESTIMONIAL

“ Influence Digital Agency has technical mind blowing insanity that you'll never figure out but will help you win! Wisdom and knowledge in the market to provision the right kind of media madness like no other. They were able to use terms, thoughts and transformative thinking that got me across the masses with my message. The phone is where everybody lives and where everybody was able to learn about me and my campaign. ”

**Bryan Chapman**