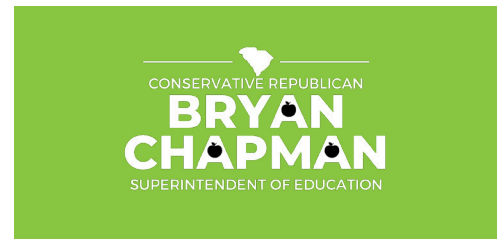


POLITICAL: BRYAN CHAPMAN

THE OBJECTIVE

Bryan Chapman, a candidate who was running for Superintendent of Education in the state of South Carolina needed help to reach voters in the final seven weeks leading up to the primaries. The campaign goal was to target voters with a positive message to make a local candidate stand out.



THE SOLUTION

Based on the team's research into previous primary voters in South Carolina, they developed the campaign's custom audience targeting more than 670,000 people in the area. The creatives were designed around the individual initiatives and relevant issues the candidate was looking to highlight. The campaign ran on video, programmatic, and social platforms with contextual keyword targeting layered on. All visitors to the candidate's website were also retargeted with ads.

Additionally, emails were used to target the custom audience with two emails, each five days apart. The "openers" were then pooled together and targeted with addressable geofencing and on social media to increase frequency to those showing interest in the candidate.

Finally, the polling locations were geo-fenced the day of the primaries. People visiting the locations were served ads on their mobile devices.

RESULTS

Consistent campaign monitoring and client meetings drove campaign optimizations. Engagement with creatives also helped to identify the most important topics for the candidate to promote in his speeches and across his other outreach efforts.

As a result of this campaign, the candidate **received votes from counties he had never visited** and **tied for 3rd** place in the election, stunning his competitors and changing the overall outcome of the race.

CAMPAIGN TOTALS:

5,203,860
IMPRESSIONS DELIVERED

44,587
CLICKS
TO THE WEBSITE

0.86%
CTR
(NATIONAL AVERAGE FOR TOTAL
CAMPAIGN WAS 0.56%)

1,295
OTHER ACTIONS
TRACKED

RESULTS BY TACTIC:



Social Media:

1,033,509 Impressions served
2,014 clicks to the website 0.19% CTR
(NATIONAL AVERAGE 0.02%)



Addressable Geo-Fencing:

1,679,530 Impressions served
1,762 clicks to the website 0.10% CTR
(NATIONAL AVERAGE 0.08%)



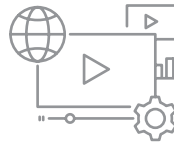
Intent Targeting:

859,019 Impressions served
943 clicks to the website 0.11% CTR
(NATIONAL AVERAGE 0.08%)



Retargeting:

246,719 Impressions served
534 clicks back to the website and
84 view thru conversions 0.25% CTR
(NATIONAL AVERAGE 0.08%)



Pre-Roll Video:

188,636 Impressions served
112 clicks to the website and
7 view thru conversions



OTT/Connected TV:

377,364 Impressions served
96 clicks to the website
and 17 view thru impressions



Event Targeting:

3,081 Impressions served
45 clicks to the website 1.46% CTR
(NATIONAL AVERAGE IS 0.08%)



Geo-Fencing:

40,002 Impressions served
94 clicks to the website 0.24% CTR
(NATIONAL AVERAGE IS 0.08%)



Email Marketing:

1,342,000 emails served 270,831
opened Open Rate of 20.18% Clicks
to the website = 39,195
with a CTR of 2.92%

TESTIMONIAL



Beginning a journey I've never taken before. Walking into arena that was incomprehensible, Josh and Paige and their entire team provided a systematic plan and used their past experiences and their web of support to create step-by-step help to guide me into my campaign. I didn't have the resources for TV, radio, or billboards. Through prayer and consideration, I was given Influence Digital Agency's name and number and the rest became history. Expertise inside the jargon that truly jarred my head! It was able to put me in a platform to be in every county every day the last seven weeks on my campaign. With a limited Republican suppression of media with a campaign against five others in the Republican nomination, I was able to break through the stronghold to put myself up with a chance to win! I shocked my running mates and was pleased with the results. I will be working with them again shortly for my re-election to the school board in November.

