Turning Votes Into Victories With Programmatic Advertising



Summary

Kinetic Strategies ran a successful campaign for Veronica Escobar's congressional race, targeting likely Democratic and swing voters in Texas' 16th district. Facing challenges of limited geography and tight deadlines, they used a waterfall approach, leveraging OTT and video advertising inventory packages along with voter data attribution to measure how effective their campaign was in driving voter turnout.

Results



Total Impressions 1,247,106



Blended eCPM



Unique Reach



\$25.51



158,075 voters



Blended Video Completion Rate 83.81%



Kinetic Strategies specializes in collaborating with campaigns, causes, and brands, ensuring engagement with the pivotal audiences and propelling movements in the right direction.



Working with StackAdapt on the Veronica Escobar for Congress campaign was instrumental for Kinetic Strategies. The strategic approach, including a waterfall strategy and preapproved inventory packages, was crucial in overcoming roadblocks of limited geography and specific voter targeting. StackAdapt's voter data attribution provided invaluable post-election insights, validating the campaign's targeting strategy. The impressive results, including a unique reach of 158,075 voters, showcase StackAdapt's exceptional impact on our campaign's success.

-Amir Salehzadeh, CEO at Kinetic Strategies

Challenge

The goal of this campaign was to effectively reach voters in Texas' 16th Congressional district ahead of the 2022 midterm election. This was challenged by limited geographical scope, specific voter audiences, and firm deadlines associated with political campaigns. There were constraints on inventory availability, as not all publishers accepted political campaigns, and creative content had to adhere to specific disclosure requirements.

Strategy Approved inventory packages were used to ensure spending on high-quality

registered voters.

video and OTT inventory, minimizing rejections and maximizing reach towards



The campaign used a waterfall approach, prioritizing 1st-party data from TargetSmart. This approach was to be complemented by additional demographic and geotargeting.

Approach for Scalability

Inventory Packages



inventory. This was meant to maximize scale and minimize publisher rejections so that the budget could be directed towards high-quality inventory.

Post-Election Insights

StackAdapt's 1st-party attribution solution was setup to be used post-election. This would provide crucial insights into the share of OTT and video audiences

Approved inventory packages were planned on being utilized for video and OTT



that cast their ballots on election day.

The strategy prioritized 1st-party data from TargetSmart. This was complemented

with additional demographic and geotargeting using StackAdapt's tools and data partnerships. This combination allowed for a precise and effective media plan.

Execution

Integration of Voter Waterfall Approach **Deployment of Inventory Data Attribution Implementation Packages** This strategic move maximized Following the election, Kinetic Strategies executed the scale and ensured efficient Kinetic Strategies effectively planned waterfall approach, leveraged StackAdapt's voter this was implemented to spending on political creatives. data attribution. This provided prioritize spend on the campaign line items targeting

crucial insights into the share of OTT and video audiences that actually cast their ballots on election day. By leveraging this data, the agency gained a deeper understanding of target frequency, motivating factors for voters, and was able to validate the campaign's targeting strategy for future campaigns.

budget to more scalable audiences from L2 and AnalyticsIQ. This ensured that the campaign was delivered in full, while still taking advantage of StackAdapt's data partnerships.

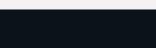
top tier voter data from

TargetSmart, but also allocate

By minimizing publisher rejections and carefully

allocating the budget, Kinetic Strategies maximized reach to registered voters.

The campaign achieved remarkable success, with eCPMs ranging from \$14.69 to \$36.70, a blended frequency of 7.74, and a unique reach of 158,075 voters, showcasing the efficacy of the strategies



that were deployed.

Outcomes

Reach out to the StackAdapt team StackAdapt

for more information.