

Digital Advertising in Politics: State of the Art

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Colin Delany

20+ Years in Digital Politics

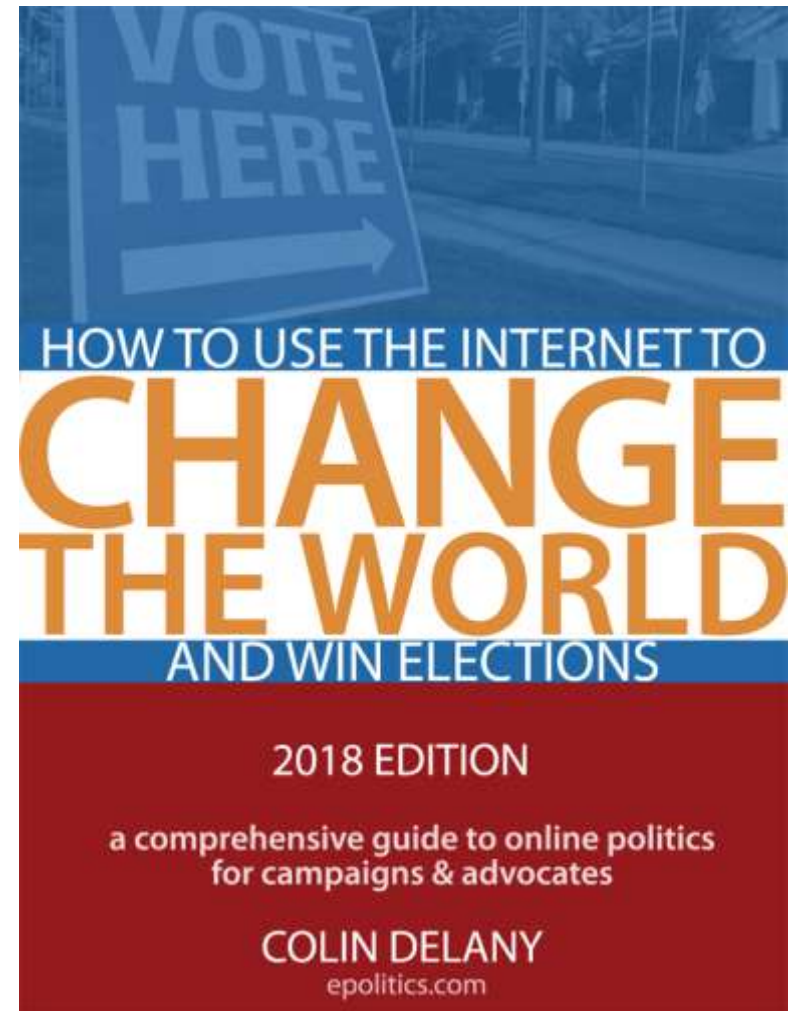
Internet Strategy Consultant

Political Advocate

Founder/Editor of Epolitics.com

Ebook Author

Plays Bass in a Rock & Roll Band



POLITICS IN TEXAS...



WHY ADVERTISE ONLINE?

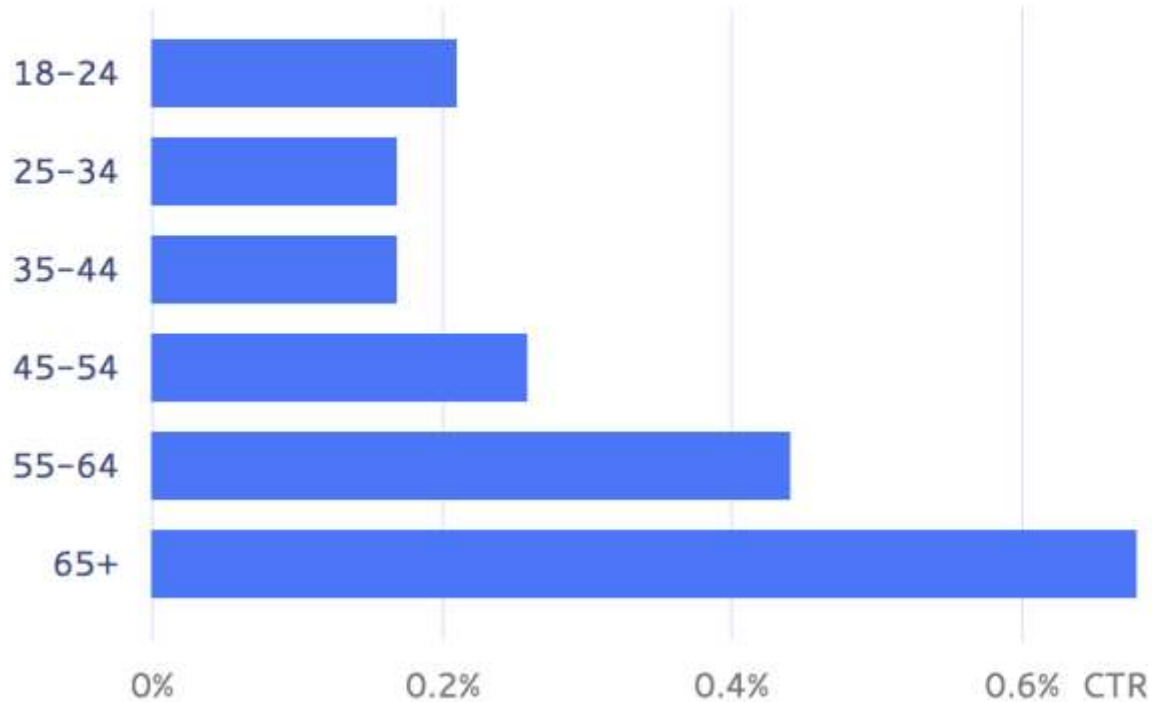
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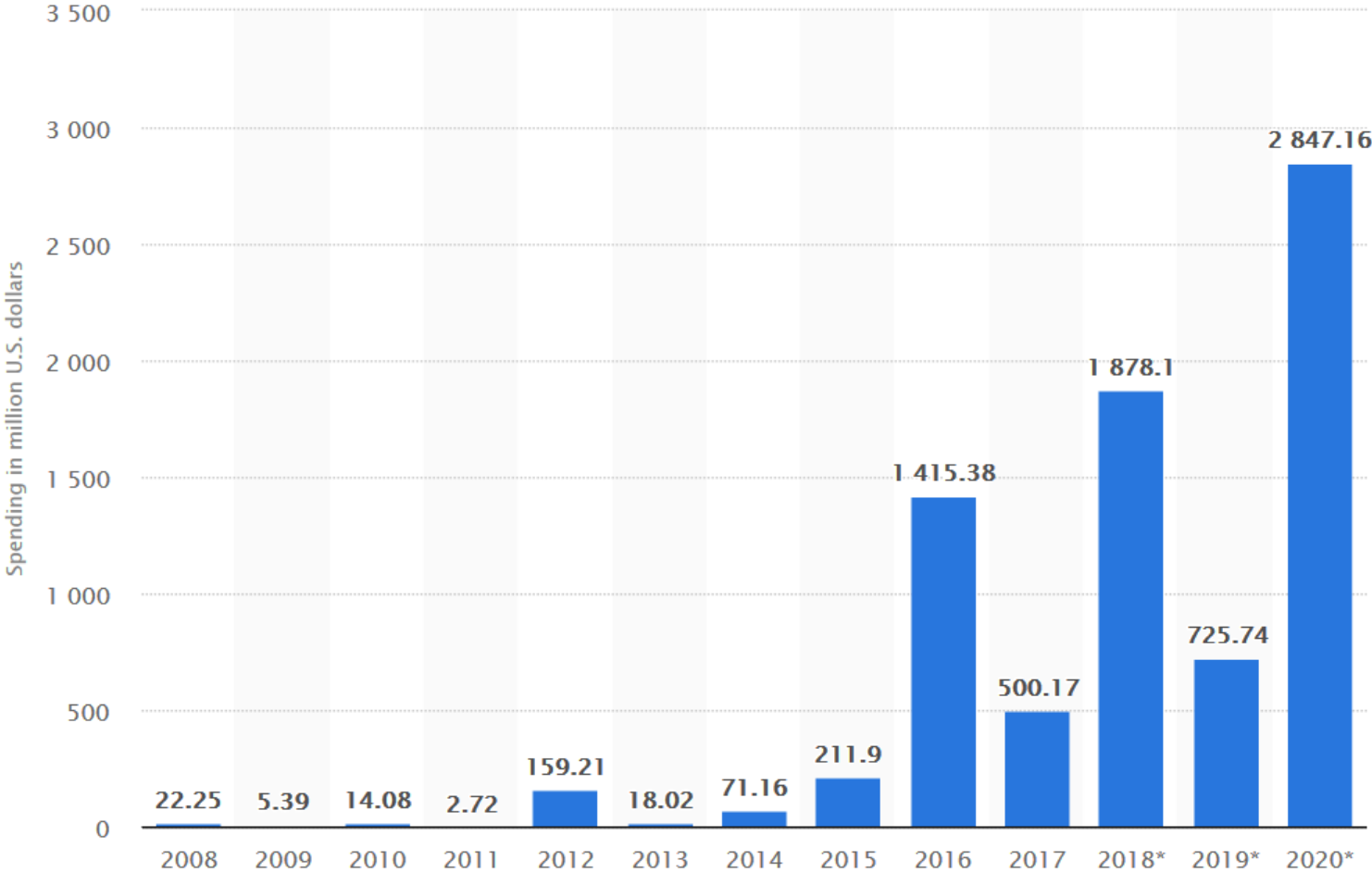
WHY ADVERTISE ONLINE?

Click-through rate on ads by age group

Facebook data



DIGITAL AD VOLUME 2008-2020



DIGITAL AD BUDGETS

Typical political campaign: 5-10% of budget

Trump 2016: 45% of budget

Typical commercial brand marketers: 50+%

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GOALS

Recruiting - volunteers, donors, event attendees

Persuasion

GOTV

Name recognition

Fighting back against disinformation

GOALS



Carrie Koelker

Sponsored • Paid for by Koelker for Iowa

Through my work at the Eastern Iowa Tourism Association, I have made a career of promoting Iowa. I will bring that experience and passion to the Iowa Senate.



TARGETING

Geotargeting (by state, district, zip code, “geofencing”)

Interest

Demographics

Voter file

CHANNELS

Google search

Facebook

Display (banner ads)

Video (Hulu, YouTube, video banners, etc)

TRENDS

Volume, volume, volume

Down-ballot advertising

Self-serve platforms (ex. DemocraticAds.com)

Outside actors

Scrutiny

THE FUTURE?



THANK YOU!

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