MOBILE MARKETER'S QUICK GUIDE

POLITICAL ADVERTISING

HOW POLITICAL CANDIDATES CAN INFLUENCE VOTERS THROUGH MOBILE ADS

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Marketing Challenge

Political marketers looking to reach voters and inform them about political issues or candidates through mobile advertising must cater to their audience. Each audience requires a different message depending on their party affiliation or congressional district. Congressional districts are often oddly shaped, making zip code boundaries and designated market areas (DMAs) inadequate to capture the intricacies of district parameters. How can political marketers use location-based mobile data to optimize ads for engagement while avoiding spend on voters not in the target demographic?

The following Quick Guide outlines how political marketers and candidates can approach mobile marketing to reach intended demographics, drive campaign fundraising, educate voters on key issues, and increase top-of-mind awareness when it comes time to cast a vote.

To learn more about congressional district targeting, read our blog post "Hillary & Trump, Here's How You Should Run Your Mobile Campaign" on Thinknear.com/blog.

Solution

Location-based marketing tools grant political marketers unprecedented opportunities to reach the right voters at the right moments along their decision-making journey. However, to realize the benefits of such targeted advertising, you must leverage accurate mobile location data to identify voters, build engaging creative, and invest in campaign analytics that allow you to continually refine your mobile marketing efforts.

During the 2012 Presidential election, Mitt Romney leveraged a mobile GeoFence during a concert in Grant Park in Chicago. His mobile campaign targeted concertgoers, making the behavior-based campaign extremely focused on a certain audience that fit Romney's demographic.[1]

Location-Based Tools

Mobile advertising is unique because it is the only marketing channel that moves with your audience, making location-based data vital for a political campaign strategy. Location-based mobile marketing leverages Scored GeoFences as well as GeoAudiences and GeoCookies to identify voters based on location, demographics, and behavior. These location-based tools allow political marketers to:

GeoAudience

Real-time targeting based on demographic behaviors and traits.

- Capture the attention of potential voters more effectively by pairing behavioral data with mobile device IDs to target specific types of mobile users

- Avoid wasted ad spend by ensuring ads are only shown to voters who are within specific congressional or local voting districts

- Reach demographics that are more likely to vote based on income, ethnicity, age, and household attributes

- Leverage mobile location data to amplify out-of-home and other offline marketing strategies

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Campaign Strategies

Mobile political campaigns need to employ a variety of location-based strategies in order to identify voters, drive donations, and amplify your platform. Targeting voters based on their real-world behaviors helps to ensure your message will be seen by those who care most and are most likely to engage past the first click.

By pairing first- and third-party data, there are numerous ways for marketers to reach voters. In order to target those most likely to fit with your campaign's objectives, political marketers should:

Congressional District GeoFence
A geographical region defined by its congressional district boundaries and optimized for accurate location-based data.

- Use voter registration data to identify high-priority voting districts and pair the data with Thinknear's Scored GeoFence product to reach voters in a specific geographic area

- Target campaign contributors by identifying specific lifestyle or behavioral traits within a designated voting district

- Geofence key venues, grassroots events, and bus tours within districts to further extend out-of-home messaging

- Reinforce local television, print, radio, and outdoor campaigns in key markets

Democrats and Republicans alike use mobile devices to follow politicians on the campaign trail. In 2014, 40% of voters 30 to 49 years old used their phone to follow election campaigns, which is up from 15% in 2010.[2]

Creative Tips

Choosing a campaign strategy is important for determining how to reach voters, but a mobile ad's creative is an equally critical component. Political ads and landing pages need to be compelling and interactive to drive engagement. Here are some tips:

- Increase the impact of television commercials by employing mobile video in 10-, 15-, and 30-second spots to grab attention and reinforce your message

- Boost fundraising efforts by utilizing click-to-donate banners optimized for conversions

- Get key voters to the polls by taking advantage of dynamic distance banners to provide voters with the nearest poll locations

- Employ rich media and a clean, uncluttered creative design to engage your audience and bring focus to your messaging

- Embed social media tools into the ad unit so users can share the message, increasing engagement

Campaign Measurement

A political mobile marketing campaign is only successful if you can measure against key performance indicators. Thinknear can help make sure you have the analytics in place to track the results, no matter if your goal is to drive click engagement, foot traffic for an event, or increase candidate recognition.

- Identify metrics that matter by looking beyond the click-through rate to understand meaningful interactions, such as number of donations, post-click engagement, or social sharing

- Assess true interaction with your ad rather than just relying on click-through rates as an indicator; optimization pixels enable you to get a deep understanding of user engagement

- Leverage location analytics to better understand the traits of voters who are most engaged with your mobile campaign to better inform future campaigns across channels

Example Political Mobile Campaign

With California's incumbent Senator retiring in 2017, the senate seat is up for grabs in the state. Currently, five candidates are running for the nomination. One such candidate is a popular politician who has a good chance of winning the bid on a platform to address environmental, educational, and racial inequality concerns throughout the state.

The politician's marketing team is looking to increase donations with a variety of campaigns. In addition to targeted social media and digital video ads, the campaign's marketers are looking to launch a series of mobile ads throughout the state, targeting registered voters in populated areas.

Using Thinknear's GeoFencing capabilities and leveraging rich third-party data, the political team runs two mobile ad campaigns. The first is a series of ads promoting the politician's stance on hot issues. The second campaign retargets those who were shown ads in the first campaign. The follow-up mobile campaign employs rich media ad units with a click-to-donate button optimized for conversions. In order to drive campaign performance, Thinknear optimizes for key performance indicators, such as the ads' post-click conversion rate, which ultimately increases donations to the campaign.

ABOUT THINKNEAR

Thinknear is a location technology company and full-service mobile advertising platform focused on delivering amazing advertising campaigns for agencies, brands, and consumers. Thinknear's platform delivers the accuracy, scale, and technology required to effectively leverage mobile location data to power better consumer experiences. In mobile, accuracy matters, and as a division of Telenav, Thinknear leverages exclusive access to over 15 years of proprietary location data.

To learn more, please visit www.thinknear.com and follow @thinknear on Twitter and Instagram.

1. Forbes, *Six Ways the 2012 Presidential Election Is Driving Mobile Marketing Innovation*, http://www.forbes.com/sites/gyro/2012/09/20/six-ways-the-2012-presidential-election-is-driving-mobile-marketing-innovation/, 2012

2. Pew Research Center, *Cell Phones, Social Media and Campaign 2014*, http://www.pewinternet.org/2014/11/03/cell-phones-social-media-and-campaign-2014/, 2014

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