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**THE STATE OF  
DIGITAL ADVERTISING**  
FEBRUARY 2020

**MAJORITY  
STRATEGIES**   
ELECTIONS ■ ADVOCACY ■ BRAND





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## THE MORE THINGS CHANGE

Recently, there have been dramatic changes to digital advertising in politics.

Digital advertising has been under scrutiny for its powerful impact on elections, and due to pressure from critics, most platforms have taken steps to expand authorizations, verifications, and ad archives for transparency.

Most recently, Facebook announced additional changes to political advertising on its platforms, including Instagram. It comes as no surprise following bans on all political advertising and/or additional restrictions on Google, Twitter, Spotify, and Pinterest.

### **2020 campaigns need to understand what these changes mean and their options going forward.**

How do you effectively reach your targeted audience of voters?

The answer is programmatic advertising and Majority Strategies' list-based digital advertising.

In this white paper, we will look into the basics of programmatic advertising, what it means, how it works, and the advantages of list-based advertising to ensure you are prepared to target your audience of voters to persuade, motivate, and turn out before or on Election Day.

### **Let's dive in.**

*Reid*

Reid Vineis  
VP of Digital, Majority Strategies



**IN THIS WHITE PAPER, WE WILL LOOK INTO THE BASICS OF PROGRAMMATIC ADVERTISING, WHAT IT MEANS, HOW IT WORKS, AND THE ADVANTAGES OF LIST-BASED ADVERTISING TO ENSURE YOU ARE PREPARED TO TARGET YOUR AUDIENCE OF VOTERS TO PERSUADE, MOTIVATE, AND TURN OUT BEFORE OR ON ELECTION DAY.**



## THE CHANGES

### Google

- Removing audience targeting capabilities for political ads

### facebook

- Increasing disclosure and verification requirements
- Expanded transparency in the ad library
- Improved search and filtering capabilities
- Expanded opt-out and ad preference settings

### LinkedIn

- Banned political advertising outright



- Banned political advertising outright

### Instagram

- Increasing disclosure and verification requirements
- Expanded transparency in the ad library
- Improved search and filtering capabilities
- Expanded opt-out and ad preference settings

### YouTube

- Removing audience targeting capabilities for political ads

### Pinterest

- Banned political advertising outright

### Spotify

- Banned political advertising outright

## WHAT DOES THIS MEAN FOR POLITICAL ADVERTISERS?

First, those organizations looking to talk to voters on Twitter, LinkedIn, Pinterest and Spotify are simply out of luck.

Groups working on Facebook need to allow for more time to be verified and allow for additional transparency about their advertising spends (including spend amounts, showing actual creative, and page administrators).

Per Facebook, “In the absence of regulation, Facebook and other companies are left to design their own policies. We have based ours on the principle that people should be able to hear from those who wish to lead them, warts and all, and that what they say should be scrutinized and debated in public.”

This means Facebook users will be empowered to choose how an advertiser (i.e. your campaign) can reach them with ads. Now users will be able to opt-out of seeing ads if they are part of a list-based audience, what Facebook calls a “custom audience.”

They will also be able to make themselves eligible to see ads that they otherwise would have been excluded from based on an advertiser’s custom audience.

*“Facebook’s opt-out options for custom audiences and political issue ads will hurt the overall effectiveness of social media, which has been one of the best places to reach targets.”*

– Justin Hacker, Digital Sales Engineer, Majority Strategies

Facebook spun their changes as not limiting advertising targeting for political ads. However, that’s exactly what they did. The limitations now are just coming from the user’s side by opting out of ads instead of limiting advertisers’ targeting choices on the front end.

This sets a dangerous precedent of promoting voters to disengage from the political system and receive less information about our government. Facebook’s move is likely worse for the political process than removing targeting as other platforms have because now voters who opt-out will be less likely to participate in the democratic process.

**FACEBOOK SPUN THEIR CHANGES AS NOT LIMITING ADVERTISING TARGETING FOR POLITICAL ADS. HOWEVER, THAT’S EXACTLY WHAT THEY DID. THE LIMITATIONS NOW ARE JUST COMING FROM THE USER’S SIDE BY OPTING OUT OF ADS INSTEAD OF LIMITING ADVERTISERS’ TARGETING CHOICES ON THE FRONT END.**



Google’s decision has had a large impact on campaigns. A widely used platform, advertisers frequently used Google’s built-in audiences to reach conservative, liberal or independent voters.

Now these audiences have been removed, as has the ability to upload a specific list of your own voters. This causes campaigns, candidates and advocacy organizations to target contextually - choosing the content, channels, apps and websites to display ads on rather than choosing to target individuals.

## THE ALTERNATIVES

### The Majority Strategies Solution

It's never a good idea to put all your eggs in one basket. Now, with changes in many of the big platforms, it is more important than ever to diversify.

*“With the new constant changes to digital and social media platforms, programmatic remains the only way to effectively reach tailored audiences and guarantee a 1:1 conversation.”*

– Justin Hacker, Digital Sales Engineer, Majority Strategies

Majority Strategies' data and programmatic technologies allow us to continue targeting specific voters.

Majority Strategies does not only use platforms like Google and Facebook; our better technology has matched individuals to devices, allowing targeting to those specific devices for 1:1 communication.

Majority Strategies' list-based advertising solution allows our clients to continue audience targeting with display and video advertisements. We automatically incorporate all devices associated with the target audience, including mobile, desktop, tablets, and smart televisions.

We create audiences comprised of specific individuals and run ads to them across hundreds of thousands of apps and millions of websites to get more eyeballs on your ads. To increase our performance, we've recently expanded inventory on more apps and websites, including premium and direct placements.

#### What is Programmatic Advertising?

Programmatic advertising uses software to purchase digital ads, replacing the human element and the need for manual insertion orders. Artificial intelligence and real-time bidding create a faster and more efficient process that typically results in better outcomes.

Programmatic advertising is really the only channel available for pure 1:1 political advertising.

**PROGRAMMATIC ADVERTISING IS REALLY THE ONLY CHANNEL AVAILABLE FOR PURE 1:1 POLITICAL ADVERTISING.**

**MAJORITY STRATEGIES DOES NOT ONLY USE PLATFORMS LIKE GOOGLE AND FACEBOOK; OUR BETTER TECHNOLOGY HAS MATCHED INDIVIDUALS TO DEVICES, ALLOWING TARGETING TO THOSE SPECIFIC DEVICES FOR 1:1 COMMUNICATION.**

Using our data from mobile devices, desktops and laptops, we capture the signal of every device in the US an average six times per day. Using this data, our technology matches the location of these devices back to our database of voters and consumers to link individuals to devices.

This is the most targeted method of online advertising.

#### List-Based Advertising (Household Targeting)



Upload Data



Transcode household data to lat/long



Wait for people to enter lat/long with a device



Tag that device as a target and deliver ad

Majority Strategies' technology looks for your matched audience whenever they are on one of hundreds of thousands of apps and millions of websites and will display an ad.



The New York Times



PANDORA

POLITICO

YAHOO!

This large amount of inventory provides more opportunities to deliver ads to your target audience. By communicating with the same audience regardless of where they go online, we are maximizing every impression and paying less to fight for the same inventory. It also leads to better results.

For example, Majority Strategies' video solution costs ¼ the cost to deliver a completed view on Facebook. Thus, campaigns can still deliver video messages effectively, but can save valuable resources.

**THIS LARGE AMOUNT OF INVENTORY PROVIDES MORE OPPORTUNITIES TO DELIVER ADS TO YOUR TARGET AUDIENCE. BY COMMUNICATING WITH THE SAME AUDIENCE REGARDLESS OF WHERE THEY GO ONLINE, WE ARE MAXIMIZING EVERY IMPRESSION AND PAYING LESS TO FIGHT FOR THE SAME INVENTORY. IT ALSO LEADS TO BETTER RESULTS.**

## FOUR COMPONENTS OF PROGRAMMATIC ADVERTISING

There are four components of programmatic advertising.

### RTB (Real Time Bidding)

How Ads Are Bought or Sold

### SSPs (Supply Side Platforms)

The Ad Networks & Ad Exchanges Selling the Ads

### DSPs (Demand Side Platforms)

The Entities Buying the Ads

### DMPs (Data Management Platforms)

The Data for Ad Targeting

## USE CASES

List-based targeting has multiple use cases that are especially helpful when advertisers want to stay as targeted and efficient as possible.

### This can include:

- Custom voting universes
- Voters who have voted absentee
- Previous donors
- Volunteers
- Lists from field or phone identification programs
- Voters seen at a specific physical location such as campaign rally or event

**LIST-BASED TARGETING HAS MULTIPLE USE CASES THAT ARE ESPECIALLY HELPFUL WHEN ADVERTISERS WANT TO STAY AS TARGETED AND EFFICIENT AS POSSIBLE.**

## WHAT ARE THE BENEFITS OF PROGRAMMATIC ADVERTISING?

Faster.

**Audience first.**

More efficient.

**Scale for targeting/inventory.**

Better outcomes.

**Lower costs.**

## THE MAJORITY STRATEGIES EXPERIENCE

### Use Our Data or Bring Your Own

Have your own audience to target? Great! Majority Strategies can match your list with digital devices, or we can use one of the many rich data sets that we have in-house.

### 24/7 Reporting

Your campaign performance is shared via an online dashboard, accessible 24/7 to keep you up to date.

### Quality, Verified Inventory

Our ads run on brand-safe inventory that we guarantee by a third party. This means you only pay for ads that are seen and are running on appropriate sites and apps.

### World-Class Creative

Our team designs and builds top-notch creative ads from banner ads to digital videos.



LEARN MORE AT  
**MAJORITYSTRATEGIES.COM**

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