Turning Votes Into Victories With Programmatic Advertising

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**

<table>
<thead>
<tr>
<th>Test Impressions</th>
<th>1,471,106</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach (Voters)</td>
<td>138,075</td>
</tr>
<tr>
<td>Blended eCPM</td>
<td>$25.51</td>
</tr>
</tbody>
</table>

**Strategy**

Elastic Strategies collaborated with campaigns, publishers, targeting partners, and creative agencies to propel audiences across channels and geographies in the right direction.

**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. These were managed by leveraging inventory, and all publishers collected political campaign, and creative content facts to adhere to specific disclosure requirements.

**Integration of Voter Data Attribution**

For the Kinetic Strategies, the team leveraged StackAdapt’s voter data and additional data attributes. The programmatic reach in the 16th district of Texas averaged audience size of 157,031, made up of 47,110 active voters, and 105,921 registered voters. The agency gained access to a unique and high-fidelity set of data for both voters and non-voters, and was able to strategically leverage StackAdapt’s targeting strategy for future campaigns.

**Waterfall Approach Implementation**

The waterfall approach was important for voters who had voted before. The team targeted a line item for voters who had already voted using a high-quality and scalable audience of voters who had previously voted on election day.

**Deployment of Inventory Packages**

This strategic move maximized scale and ensured efficient spending on political creatives. By minimizing publisher rejections and carefully allocating the budget, Kinetic Strategies maximized reach to registered voters.

**Outcomes**

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.