

# Case Study | Board of Aldermen Election

## Background

Our client was a candidate for Board of Aldermen, a seat that had been held by an incumbent for 18 years. As in most elections, both candidates employed traditional means of political marketing such as direct mail, phone calls, door-to-door canvassing, and social media. The agency that helped manage our client's digital campaign, decided to add Bird Dog as a differentiator since we had resounding success with for past political clients. Before the campaign began, Bird Dog was able to match 65% of the provided district voter list to respective household IP's.

## Campaign Results

In this primary, 14 Board of Alderman seats were up for election, 9 of which were held by incumbents running for re-election. Incumbents held their seats with the exception of ours. Bird Dog's client beat the 18-year incumbent by incredible margins. His digital campaign resulted in a CTR of 0.25%, which is over 4x the industry average. His election results were even more impressive. Not only was he the sole candidate to win over an incumbent, he won by a 79% margin of actual votes.

The technology works across every industry- from gyms to automobiles; from large insurance corporations to small non-profit firms. Straightforward and simple - Bird Dog works.

An integrated digital approach is essential to any campaign. Bird Dog's unique I-to-I household IP targeting continues to prove itself as an incredibly effective means to reach targeted audiences without wasted impressions.

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## About Bird Dog Digital Marketing

Bird Dog is revolutionizing programmatic media through its patented approach of matching physical addresses to IP addresses, allowing clients to effectively target consumers. The Bird Dog system is 100% cookie-free and its proprietary approach connects with real people at an unparalleled accuracy, largely eliminating ad fraud. With a 95% or greater confidence level, Bird Dog is the premier choice for digital advertising. For more information, visit [BirdDogDigitalMarketing.com](http://BirdDogDigitalMarketing.com).