

# Case Study | Political Campaign – Ballot Initiative

## Company Profile

A statewide political organization with limited time to build support for an impending ballot initiative.

## Business Situation

Internal tracking showed our client was trailing by 6-8 percent the polls. With the election impending there was very limited time to use traditional media outlets to sway votes.

## Solution

Bird Dog implemented a targeted campaign of push advertising to voters' home PCs. We used client-supplied data of those who had requested a ballot along with data on voter registration demographic data. Bird Dog then scrubbed this data against our proprietary technology to deliver display advertisements to these targeted voter households. Over the course of one week, we delivered 120K impressions to this list of likely supporters.

## Benefits

Although our client was outspent 3 to 1 on traditional media, our client won the election by a 60/40 margin. They saw a 17-point improvement from the polling data once our campaign was completed. Bird Dog's client gives us a lot credit for the victory saying, "The ability to target to our message to different voters by geolocation and voter segmentation is something the other media platforms simply didn't offer." Furthermore, being able to precisely target each vote by household allowed them to present the best message for each voter. In other words better results at 1/3 of the price.

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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).