Case Study | Primary Elections

SNipER

The Background

A Midwestern state saw 19 candidates turn to Bird Dog Digital Marketing's patented technologies to drastically boost their digital exposure for their primary elections. A number of these politicians had never engaged in any form of digital advertising before, making Bird Dog their first run at using modern advertising.

The Challenge

In this state's primary, 19 different politicians trusted Bird Dog Digital Marketing to target their expected voters with the utmost accuracy. Political marketing spend is exponentially growing with each election. Politicians continually seek the greatest efficiency and effectiveness for their campaign budgets, ensuring that their spending is being used as wisely as possible to remain a front-runner in any race.

Bird Dog's Approach

Using Bird Dog's patented SNipER technology, these candidates were able to reach their fidelity voters with extreme precision. Using over 30 points of data, we were able to match addresses from provided voter files to their correlating unique IP addresses. By doing this, we were then able to continually deliver our candidate's ads to these expected voters within their home as they browsed the net. By targeting at the router level, through IP addresses, Bird Dog delivered digital ads to all devices connected within the audience's homes. This made it possible for Bird Dog to put these candidates far ahead of their competitors by targeting their audience segments with accuracy levels unseen anywhere else in the digital marketing industry.

Performance / Results

Cumulative results across all 19 races:

- 17 of the 19 races resulted in wins, equating to an 89.4% success rate
- 49.6% individual voter turnout among those who were targeted
- 37.2% higher rate of turnout of those who were targeted versus those who were not

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.