

THE ULTIMATE DATA PLAYBOOK

Five Fresh Ways to Use Data for Political Advertising Success



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It doesn't take a marketing analyst to recognize the year-over-year increase in political advertising expenditures around local and national election cycles. From Jan. 1, 2020 through Nov. 3, 2020 alone, [AdImpact](#) tracked \$7.4 billion in ad spending. Additionally, political marketers are expanding their advertising strategy to include more data-driven channels to optimize targeting, personalization, engagement and a broader reach. This means more ads in more places.

Smarter Data Creates Smarter Marketing

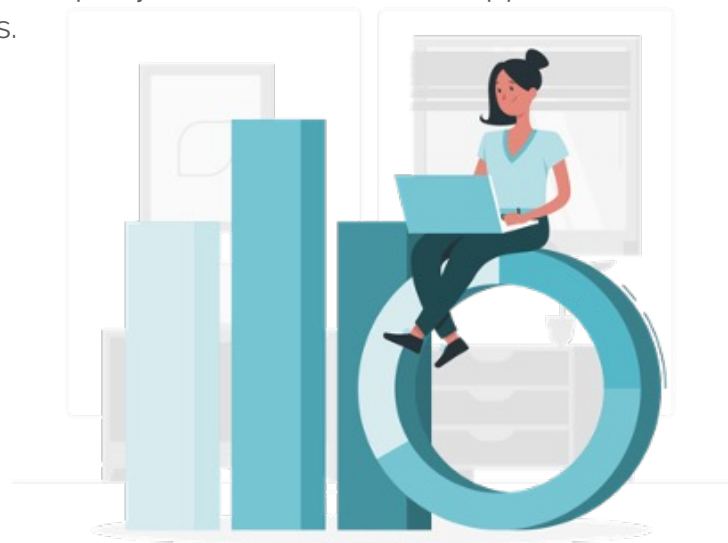
A solid multi-channel marketing approach now combines laser-focused targeting with strategy for more personalized connections with ideal audiences. By better understanding the behaviors of audiences and their motivations, political marketers can increase both frequency and relevancy of their messages to make the personalized impact that drives donations and resonates at the polls. Let's dig into five fresh thought starters that illustrate how the right data can help political parties, candidates and causes achieve their goals.

THOUGHT STARTER ONE

Distinct Goals Require Distinct Data

Political campaigns typically focus early messages on fundraising and reinvest funds to promote “get out the vote” and persuasive ads later in the cycle. With two very different goals at hand, it is key for political advertisers to ensure they have data that closely aligns with those two very different goals.

Data-driven outreach enables marketers to better engage targeted audiences like those who are likely to donate to a political cause or party, be a social interest supporter, and adhere to specific topics or political ideals.



DONORS

Past political donor

Likelihood to donate to a conservative cause or candidate

Likelihood to donate to a progressive cause or candidate

Projected donation spend in next 12-months

VOTING & SOCIAL ISSUES

Political party association or adherence

Support of marijuana legalization

Likely social views

Likelihood to vote in next election

THOUGHT STARTER TWO

Know Your Audience Like You Know Your Friends

Consumers now expect direct marketing to be personalized. In fact, research shows younger generations have little patience for ad campaigns that don't resonate. Micro-targeting ensures relevancy and relatability and will certainly make or break future campaign marketing.

While age, gender and political affiliation remain important to targeting, getting even more personal with detailed data enables advertisers to match habits and other psychological factors to boost response rates by grabbing attention quickly.



AnalyticsIQ's proprietary consumer database, PeopleCore, blends demographic, transactional and proprietary research data collected from more than **251 million individuals** and **122 million households**.

Political advertisers can use our data to match their cross-channel personalization goals.

PoliticsIQ

Political Party Indicator, Political Party Adherence Score, Political View on Social Issues (progressive vs traditional), Political Party Donor by Party and Amount, Likelihood to Vote in Next Election, New Voters

HealthIQ

Diet, Exercise, BMI, Sleep, SDoH, Stress, Lifecycle Personas, Wellness Score, Medical Utilization

InterestIQ

Auto, Cooking, Cosmetics, Electronics, Exercise, Food, Gaming, Home Improvement, Movies, Music Sports, Reading, Travel

ChannellQ

Social Network Activity across Facebook, Twitter, Instagram, LinkedIn, Snapchat, TikTok; Marketing Channel Preference; TV Viewership Habits; Podcast Preferences

CharityIQ

Giving Ability, Projected Donation Amount, Donation Motivations, Causes, Donor Channel Preference

PurchaserIQ

Apparel, Books, Technology, Health & Reality, Home Goods, Rideshare Services

THOUGHT STARTER THREE

Don't Overlook Direct Mail

Think you should completely ignore direct mail? This common misconception couldn't be further from the truth. When personalized and combined with a multi-channel advertising approach, direct mail is an effective way to supplement your digital marketing efforts thanks to its high response rates. How? It cuts through the advertising clutter, is a hand-held visual item, and has a shelf-life far exceeding email.

BUT...a successful campaign — direct mail or digital — requires high quality data. A generalized message to an untargeted audience is going to be largely a waste of both time and money. With advanced techniques for targeting provided by data experts, there's little excuse for taking a shotgun approach. AnalyticsIQ uses predictive modeling based on human psychology to identify beliefs, habits and motivations that help marketers place relevant information in the hands of the right people

PRO-TIP

The United States Postal Service has direct mail programs that can enhance political marketing efforts. Use mail tracking to coordinate a multi-channel campaign with the right timing. Enhance reach to Informed Delivery subscribers by choosing color ads and clickable links in their email notices (at no charge!).

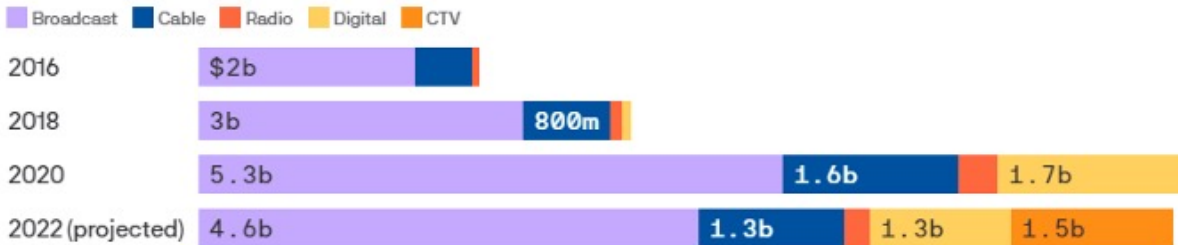
THOUGHT STARTER FOUR

Use Connected TV to Connect with Your Audience

Since the first political spot appeared on broadcast television in 1952 (Eisenhower, for the historians in the room), TV quickly grew to be the MVP among advertising channels. Now, with the explosive increase in streaming, Connected TV (CTV) is just as essential. With 83 percent of U.S. households projected to be CTV consumers, integrating a solid data-driven ad plan should include CTV components. Not only is it affordable and effective, CTV now allows TV marketers to better target and measure their efforts.

It's important to partner with a data provider, like AnalyticsIQ, whose data can easily be activated across channels, including CTV and OTT. We work with the leading platforms to make sure that you can build a target audience using our data and activate it easily across the leading advanced TV inventory providers, like Roku.

Political ad spending during election cycles



Data: AdImpact; Chart: Will Chase/Axios

Go Beyond the Walled Gardens to Reach Your Audience

The integration of more digital platforms outside of Facebook and Google, specifically through social media, will increase engagement opportunities with more diverse demographics. By including organic and paid content on channels like Instagram, Snapchat and Reddit, campaigns offer more two-way communication opportunities, message testing, and response measurement from engagement on topics and positions.

Using social platforms alongside other outreach efforts through targeted data lists, political advertisers can build frequent connections with constituents through a variety of photos, videos and polls focused on personalized fundraising and persuasive messaging.

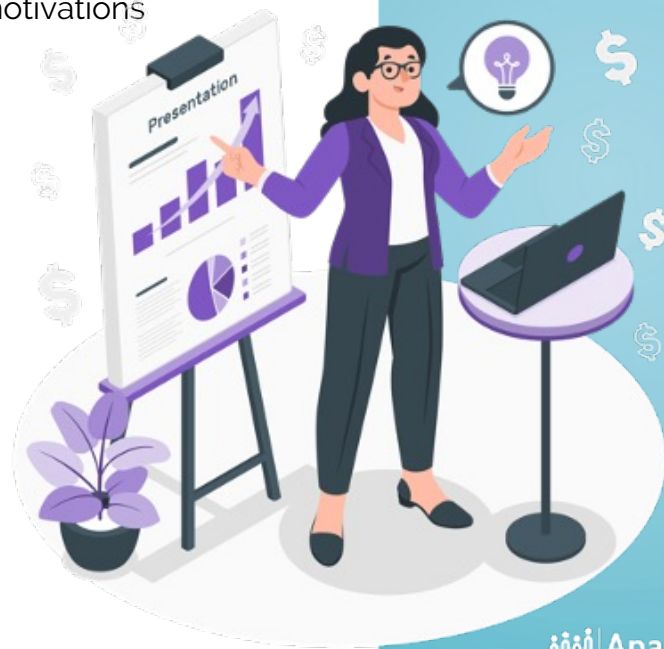


The AnalyticsIQ Advantage

If you're a savvy data-driven marketer, you already know that all data isn't equal. At AnalyticsIQ, we take quality data even further by blending cognitive psychology with data science. We dig deeper to understand the motivations behind audiences to connect you directly with the right people.

We build custom audiences from more than 251 million individuals and 122 million households. Our scientific and psychological approach to data collection and validation means we produce the most comprehensive and accurate customer view.

Our PeopleCore data helps you understand who people are, the behaviors and actions they take, and most interestingly, predict what they will do based on their motivations. Our data can be activated across channels - direct mail, mobile, online, email and CTV - for an integrated, targeted campaign approach.



What Does This Mean for Political Marketers?

With the right data, you can place the right message directly in the hands and on the screens of your audience. Whether you're looking to gain new donors or drive turnout at the polls, AnalyticsIQ's data can fuel cross-channel winning campaigns.





Let's talk.

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