

Marsha Blackburn for US Senate 2018 Digital Video Advertising Case Study

Summary

In 2018, Republican Congresswoman Marsha Blackburn faced former Democratic governor Phil Bredesen in the general election to replace outgoing Tennessee Senator Bob Corker in one of the most-watched races in the country.

Both candidates would raise a substantial amount of money, and the Blackburn campaign would allocate just over \$1.1 million to digital video advertising to run from August through November 6th.

Challenge #1

Rising costs for digital video advertising are a problem every campaign contends with. The closer we got to Election Day, the less inventory is available and the more costs went up.

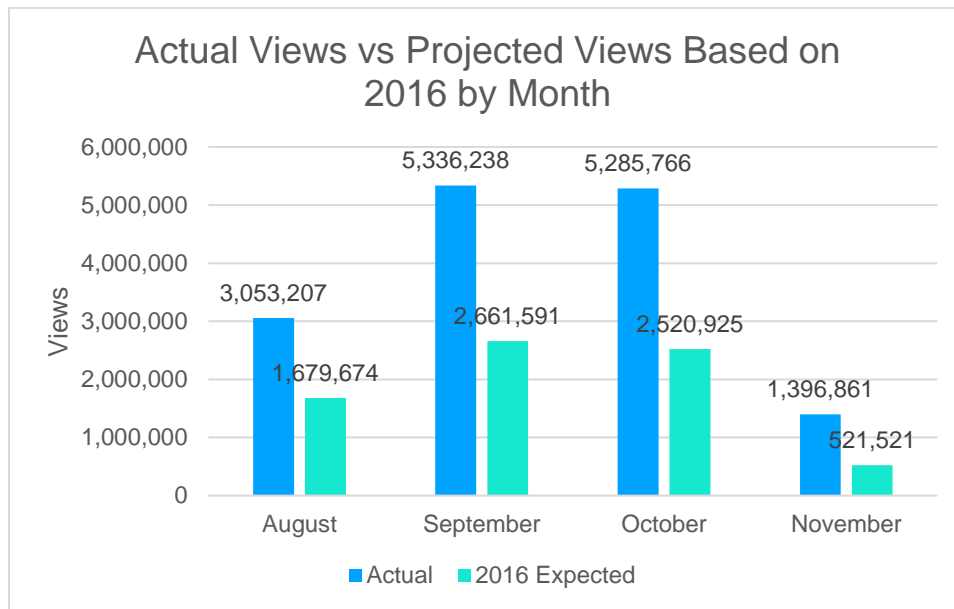
Solution

By allocating less budget to Facebook, including audience-targeted Connected TV, adding new Network Video inventory sources, and constantly moving resources between networks where we were seeing the greatest reach at the lowest cost per 5-second viewable view, we achieved a much lower cost per view than the 2016 average.

Results

In 2018 our cost per view was \$0.08, half of the 2016 average of \$0.16. As a result, we were able to deliver 103% more views than what the same budget would have yielded in 2016, for a value-add of \$1,201,958.

Month	Spend	CPV	Views	2016 CPV	Projected Views (2016 CPV)	% Increased
August	\$235,154.38	\$0.077	3,053,207	\$0.140	1,679,674	82%
September	\$403,935.66	\$0.076	5,336,238	\$0.152	2,661,592	100%
October	\$424,896.14	\$0.080	5,285,766	\$0.167	2,543,392	108%
November	\$104,513.39	\$0.075	1,396,861	\$0.192	545,008	156%
Total	\$1,168,499.57	\$0.078	15,072,072	\$0.157	7,429,667	103%



Challenge #2

Efficient digital advertising is a balancing act. The goal is to keep costs low while also achieving high average view times and wide reach within the targeted audience.

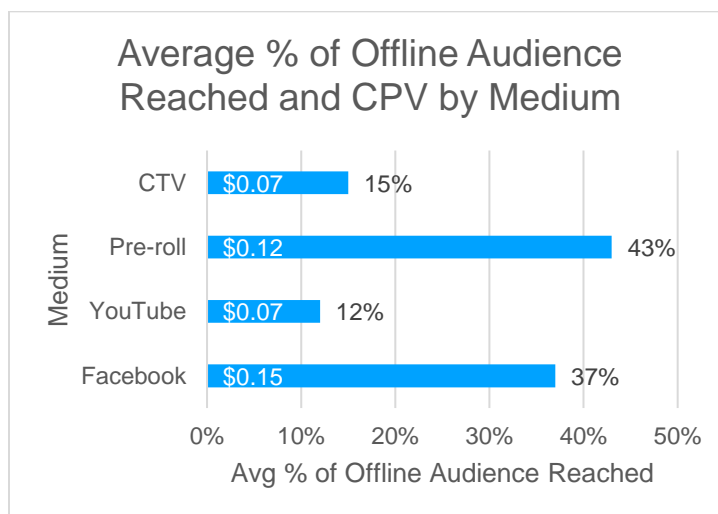
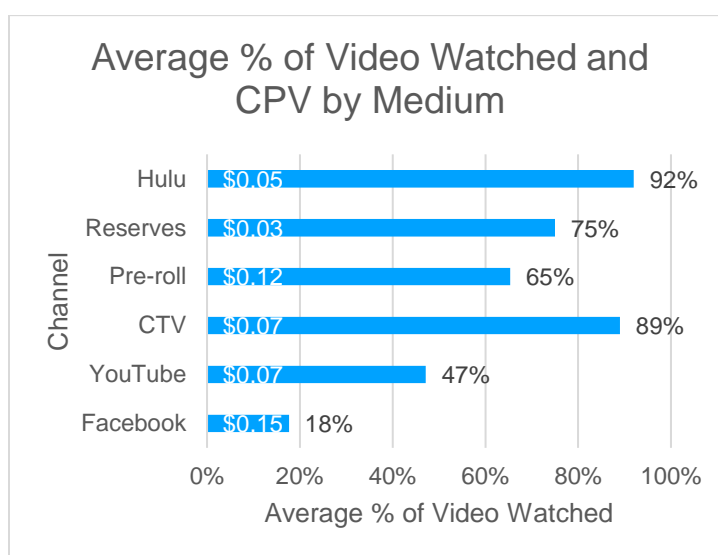
Solution

By working with many different networks and media types, we allowed ourselves to have access to a very large pool of inventory, giving us multiple options at all times to reach our target audience throughout the campaign.

Results

We were able to serve a high percentage of our audience in the places where view quality met the high requirements set for this campaign.

Type	Medium	Avg % of Video Watched	CPV	Avg % of Offline Aud. Reached
Addressable	Facebook	18%	\$0.15	37%
Addressable	YouTube	47%	\$0.07	12%
Addressable	CTV	89%	\$0.07	15%
Addressable	Pre-roll	65%	\$0.12	43%
Non-Addressable	Reserves	75%	\$0.03	N/A
Non-Addressable	Hulu	92%	\$0.05	N/A



Challenge #3

Optimizing for a CPV is important because it is crucial to maximize views for your given budget. However, it is just as important to ensure as much of your audience is viewing the ad as possible. You are not gaining value if you are just delivering more views to the same small portion of your audience.

Solution

By using Nielsen ad tracking technology to monitor unique reach across all networks, we were able to limit duplication as much as possible.

Results

We were able to measure our reach in real time and re-allocate resources to different networks in order to serve our ads to as much of our target audience as possible.

Ad	Days running	Audience	Audience Count	Unique Reach	% Audience Reached
Caravan	11	GOTV: E-Day	690,895	205,842	30%
Great	8	GOTV: AB/EV	376,792	163,089	43%
Luring	8	Persuasion: MB Targets	178,384	124,812	70%
Crisis	10	Persuasion: MB Targets	178,384	127,754	72%
Believe	13	Persuasion: MB Targets	178,384	156,699	88%
Nature	11	Persuasion: Core	157,948	109,852	70%
Non-Starter	13	Persuasion: Core	157,948	120,211	76%
Percent	14	Persuasion: Core	157,948	129,091	82%
Deserve	15	Persuasion: Core	157,948	149,145	94%
Get the Job Done	9	Persuasion: Core	157,948	134,989	85%
Better Shape	6	Persuasion: Core	157,948	123,807	78%

Conclusion

As stewards of a campaign's media budget, our goals are to keep costs low while reaching as many individuals in our target audiences as possible as many times as possible with the highest quality view.

We were able to accomplish all of these goals and as a result helped propel then-Congresswoman Blackburn to an 11-point victory over her general election opponent, Phil Bredesen.