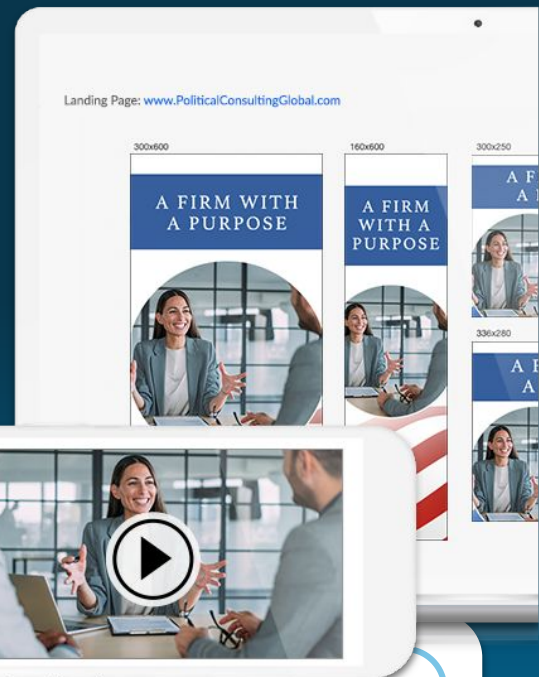


# Frequency Helps A Political Consulting Firm Win Two Challenging Elections

Digital advertising has revolutionized the political landscape - but for many political consulting firms, understanding the wide array of digital ad options and effectively managing multichannel campaigns is a major challenge.



## The Challenge

A political consulting firm working for a major party committee in their state faced a unique challenge: one of the firm's candidates was a state representative vacating his seat in order to run for a Senate seat - and the other candidate was running to fill that vacated seat. The firm had been working with a digital ad service, but that service's ads weren't performing well - in fact, there was no indication that constituents had seen any of their ads.

## The Solution

The Frequency team implemented a multichannel strategy - Display, Pre Roll, OTT and Streaming Audio ads were included in the mix. Audiences were targeted based on demographics (including voting age) and zip codes to ensure that the right voters were being reached.

## The Results

Both candidates saw impressive results, with ads running on well-known news channels including CNN, MSNBC and the Washington Post. The campaigns achieved dual goals of 85% reach and 14x frequency over a two-month period. Within the 5 targeting zip codes, ad performance was outstanding: a 2% interaction rate for Display (considerably higher than the industry average of .5%), a 97% completion rate for CTV, and over 2,000 site visits attributed to the campaigns. Ultimately, both candidates won their elections. Partnering with Frequency and offering candidates true omnichannel advertising capabilities has opened new doors for this consulting firm. Since the last election cycle, they've added 30 candidates to their roster - and the firm has tripled its ad spend.

**97%**  
**CTV**  
**Completion Rate**

**2%**  
**Display**  
**Interaction Rate**

**2,000**  
**Site Visits**