

# **Winning Together:**

## **How campaigns and publishers can win the data-driven campaign**

**Chris Choi, Head of Media, Blue State Digital**

# Winning Together

How campaigns and publishers can win the data-driven campaign

**Chris Choi**  
Blue State Digital

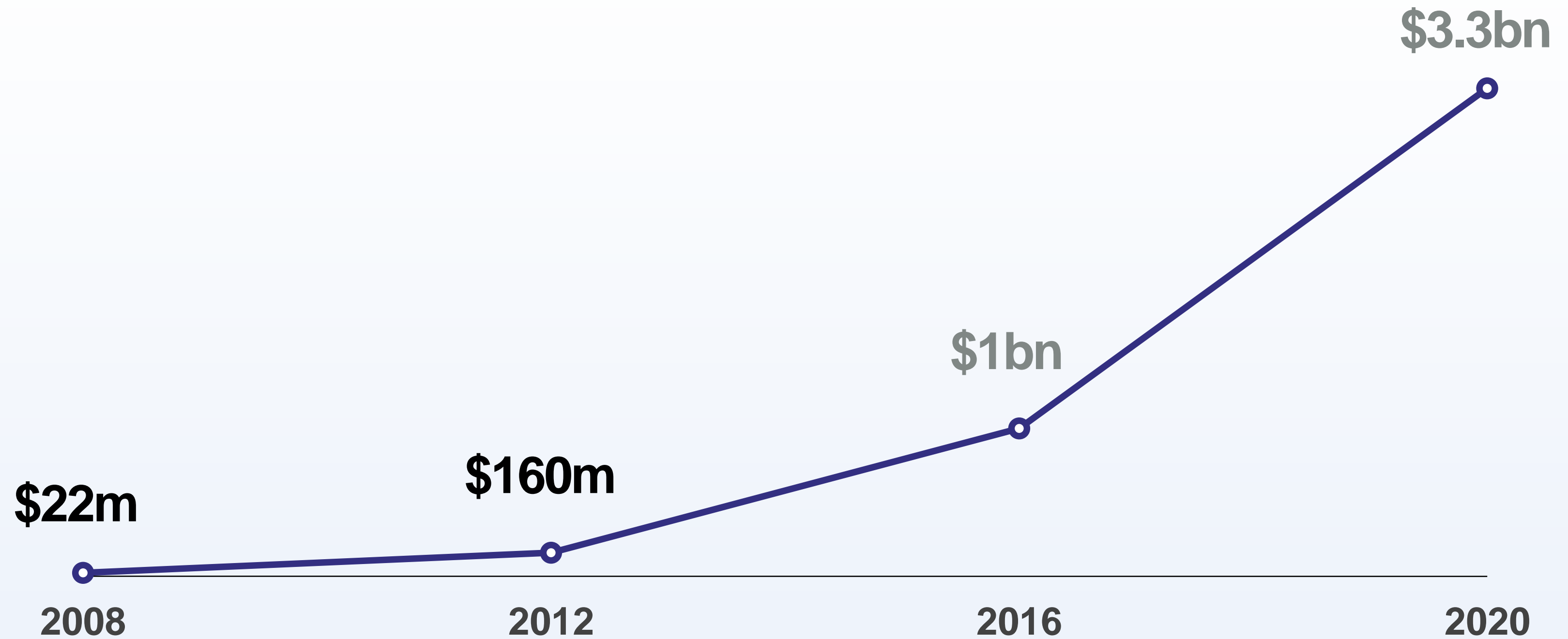




# Blue State Digital



# The stakes are high.



## U.S. Digital Political Advertising Spend

(Source: Borrell Associates)

**Let's bust some myths about  
political campaigns and data.**

# 2004

**“The very, very personal  
is political”  
-*New York Times***

**90%** of Democrats and  
Republicans vote for  
their party across office



# 2012

**“Campaigns know you better  
than you know yourself”**  
**-CNN**



**15  
terabytes**

**2,000  
terabytes**

**Obama 2012 Campaign**

**Catalist**

Source: Pacific Standard Magazine



# 2016

**“Neurotic? Extroverted?  
Disagreeable? Political  
campaigns have an ad for you.”  
- *Yahoo***





THE *new* HEALTH CARE LAW

The New Health Care Law provides FREE:

**PREVENTIVE CARE SCREENINGS**

**BIRTH CONTROL**

**GET *the* FACTS**

PAID FOR BY OBAMA FOR AMERICA

vs.



"DON'T BET AGAINST THE AMERICAN WORKER."

-President Obama

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PAID FOR BY OBAMA FOR AMERICA **FORWARD.**



**ROMNEY ECONOMICS DIDN'T WORK FOR MASSACHUSETTS**

JOB GROWTH FELL TO **47<sup>th</sup>** out of **50** states

Source: U.S. Bureau of Labor Statistics

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vs.



**MITT ROMNEY: WANTS TO OVERTURN ROE V. WADE**

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# What **data** do political campaigns really care about?



- ✓ Voting history
- ✓ Party registration

- ✓ Race
- ✓ Gender
- ✓ Age
- ✓ Income



# Voters Prediction Accuracy

White 90%

Latino 73%

Black 68%

Catholic 38%

Jewish 25%

Source: Eitan Hersh

- X Drink of choice
- X Favorite sport
- X Number of pets



Politics

# Obama campaign puts Bo on the trail

A



304

By Dan Eggen April 30, 2012 [Follow @DanEggenWPost](#)

President Obama has unleashed a particularly unusual fundraiser for his 2012 campaign.

One [Internet ad](#) starts with a two-toned blue background, like dozens of other pro-Obama spots. Then the furry star pops into the frame, tongue out and ready to frolic. “Join Pet Lovers for Obama,” the ad implores.

The unlikely pitchman is Bo, the White House family pet, who may well be the first “first dog” to emerge as a central player in a presidential reelection campaign.



Political pets have long attracted inordinate attention, from then-Sen.

## Most Read



**In 2012**

**Targeting focused on interest  
and behavioral data**



**In 2016**

**Data has been democratized**

- ✓ **Proprietary segments and integrated voter files**
- ✓ **Granular, district-level data**
- ✓ **Content consumption data**



- ✓ **Sophisticated optimization and attribution approach**
- ✓ **Increased transparency**

# Today's data is far from perfect

X Accuracy

X Transparency

X Availability



**How are smart campaigns  
thinking about data in 2016 and  
beyond?**

# *Smarter* and more integrated data



# Measure impact, not reach

# User and data-driven creative



A person's hands are shown drawing a question mark on a small piece of paper with a pen. The person is wearing a watch on their left wrist. The background is a close-up of water with ripples. The text "Ask me anything." is overlaid in large white letters.

# Ask me anything.