2020 Election

ZEROING IN ON KEY VOTER AUDIENCES

Before voters visit the polls - they are going online. With the 2020 election quickly coming into view, and with campaigns already stirring, the time is now for campaign marketers to invest in connecting with voters online, wherever they may be.
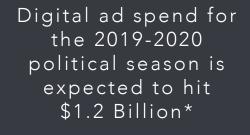
It's expected that huge amounts of money will be invested in reaching voters through traditional methods like TV spots, direct mail, and canvassing. But, one thing to watch is the increase in spending across digital channels. Kantar predicts that digital ad spend will account for 20% of overall campaign ad spend this election.

Digital channels have reshaped the voter journey, how they conduct research and make decisions at the polls. At every tap, swipe, and inch, voters are consuming advertisements, news, and connecting with influencers. In these moments, it's important for political campaigns to be present - not only to augment traditional ad spend, but to capture the hearts and minds of voters.

Like every digital marketing campaign, understanding the key audiences comes first for campaign marketers and is fast followed by identifying the best targeting tactics.

This infographic calls out several of the key voter segments and the digital advertising tactics that campaigns and agencies can use to connect with key voter-eligible Americans.

Digital ad spend for the 2019-2020 political season is expected to hit $1.2 Billion*

$1.2B

*Kantar Political Advertising Trends: What to Expect in 2020

KEY VOTER AUDIENCES

Gen Z Voters

1 in 10
eligible voters will be **Gen Z**

59% of Gen Z lists **social media** as their #1 top news source

The most racially and ethnically diverse voters

48% of Gen Z identify as non-white

Millennial Voters

70% of Millennial women affiliate or lean Democratic

Millennials are the **#2** largest generation in the U.S. electorate

59% of millennials affiliate or lean Democratic

Compared to 32% who affiliate or lean Republican

Hispanic Voters

Among Hispanic mid-term election voters, **45%** **voted in advance** before election day in-person or by mail

Latino voters make up **13%** of the U.S electorate

71% of Hispanics report that they get a least some of their **news** in **Spanish** on a typical day

TARGETING TACTICS

In a political climate where local and national campaigns are won and lost by mere inches it's important to look beyond traditional tactics. The tactics below are a starting point for connecting with voters across digital whether you are just starting or looking to innovate your strategy.

CRM AUDIENCE TARGETING

If you're using a CRM tool like Salesforce or SAP, you're sitting on a gold mine of valuable voter data. Integrate or onboard CRM data using LiveRamp or Facebook Custom Audiences to reach and engage high-propensity voters

ADAPTIVE SEGMENTS

Develop custom segments based on observed behaviors to reach the most qualified audiences. If someone has visited your campaign site multiple times, you can designate more of your advertising budget. In a similar way, you can shift budget to reach people who have clicked on ads but not yet converted.

LOOK-A-LIKE TARGETING

Build new look-a-like audiences by modeling known voter audiences. Can we used to extend retargeting efforts and to build campaign awareness amongst prospective voters.

GEO-FENCING

Use geo-technology to create custom location targeting by setting a specific radius around political events or districts. Ads and promotions can then be served to voters on via display, mobile push-notifications, in-app, and social

PRIVATE MARKETPLACE (PMP) TARGETING

Plug directly into a premium publisher's inventory source to gain access to inventory before it is made available to open auctions. PMP deals bridge the best access of traditional direct and programmatic, allowing real-time targeting capabilities in a high-value and brand safe environment

BEHAVIORAL TARGETING

Leverage 3rd party voter audience data and 1st party web-browsing behavioral data to identify key voter audiences. Segment audiences based on behavioral attributes to drive new voter engagement, voter retention, campaign donor growth and more.

Digilant is an omni-platform, omni-channel digital advertising company that empowers brands and agencies with integrated digital media strategies. Whether you're just beginning to leverage digital media for your political campaign or are looking to continue and innovate your strategy, we're here to help. You can reach us at digilant.com/contact or info@digilant.com.

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