

# IP Targeting for Political Campaigns



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# Welcome to IP Targeting

**What is IP targeting?** *It's like direct mail for the internet.*



IP Targeting is an online advertising system that allows you to **target voters at specific household addresses**.

Your digital ads appear on all devices – home computers, tablets, cell phones - as your targeted audience visits news sites, email portals and other popular sites across the web.

**IP Targeting is the secret weapon for political campaigns.** This patented technology has been used in over 2,000 campaigns.

IP targeting works by matching IP addresses (internet locations) to physical street addresses. Your ads reach the **exact target addresses**, so you have **zero wasted impressions or budget**.

IP targeting campaigns can cost a fraction of radio, print, or television advertisements. In fact, with up to 80% of traditional advertising failing to reach your target audience, consider how effective it can be getting the **right message** in front of the **right voters** at the **right time**.

## True One-To-One Marketing

IP targeting works for political organizations because it incorporates offline data; i.e., voter lists, modeled data and direct mail data. All these datasets can be used to deliver ads to real people with unparalleled accuracy.

**Digital delivery enables a much higher contact frequency than direct mail, TV, radio or print.**

## IP Targeting Allows You To:

- Target ad delivery by location or address.
- Display your ads on websites where your target voter visits.
- Display ads on desktop, tablets and mobile devices at targeted locations.
- Integrate with existing voter lists.
- Reach out to members of your own party, known voters, or any demographic you wish.
- Reach households in specific areas with targeted messaging.
- Retarget addresses of supporters and previous donors.
- Increase name recognition with voters.
- Improve online GOTV efforts.
- Access millions of websites through ad networks displaying billions of ad impressions every day.
- Track ad impressions, clicks and conversions.



**IP Targeting is a great way to create campaign brand awareness.** Use it to target key voter segments while you reach out to them through other channels such as direct mail, email or social media.

**To learn more how IP Targeting can help your campaign or organization, read on!**

**And the price? Depending on the frequency of your ads, your costs can be between .75 and \$1.50 per household.**

# IP Targeting and Direct Mail

## Reinforce Your Campaign Messaging

Combine IP Targeting with a direct mail campaign to reinforce your message.

When you combine physical mail with online ads, the channels feed off each other and provide a higher overall response rate. We can append your physical address list with household level IP addresses and serve ads across the web before your brochure, postcard or self-mailers reach their mailboxes.

When your online advertisements match your direct mail piece, it drives your message home and creates synergy between the two channels.

**Deliver online banner ads directly to your direct mail recipients.** IP Targeting before your direct mail drops increases the likelihood that voters or donors will take notice when your mailer hits their mailbox.

**Want to improve voter turnout? Try this strategy:** Run an online digital campaign with IP Targeting to increase name ID among voters who had voted in the last TWO elections. Then run a *second* ad campaign coupled with direct mail pieces targeting those voters.



# Digital Canvassing

## Reach Locations and Neighborhoods with Ease



**Digital Canvassing** is like a digital door knocker.

Combining mapping and IP Targeting technologies, Digital Canvassing works the way a service company hands out flyers to the nearby houses after performing a service. Digital Canvassing looks at the street name and relative distance of intersections to determine which houses to serve ads.

You provide a list of names, addresses and zip codes of targeted addresses. Our algorithm will identify the IP addresses of homes within the line of site of your targeted households.

### **Who can you reach?**

- Targeted by Voter Address
- Target by nearby addresses of supporters
- Target by neighborhood
- Target by zip code
- Increase name recognition with voters
- Display ads on issues that are important to that audience

**Let us help you set up an ad campaign that reaches your target voters.**

# Captive Audience

## Target Specific Venue Locations

**Captive Audience** starts by selecting locations where target populations gather, such as: campaign events, conventions - *or even an opponent's venue*. Then we map the IP addresses of these locations and serve targeted digital ads on websites prospects visit **while at the chosen venue**.



The opportunities for a captive audience targeting campaign are limitless. Whether you're advertising at a specific location to get voter attention, organization or convention centers, or students events on a college campus, Captive Audience makes it easy to serve to any location.

### Captive audience examples:

- Attendees at your campaign events
- An important audience that visits a particular location



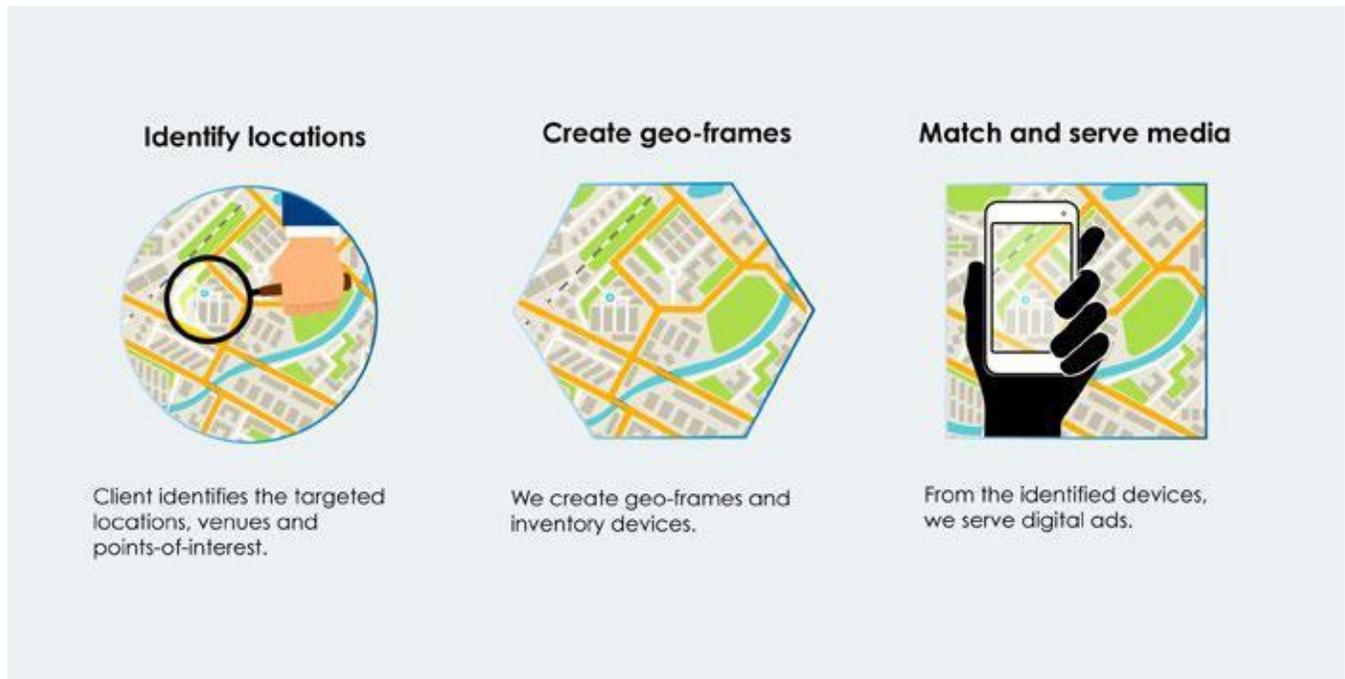
**Who do you want to reach? Target an audience wherever you choose.**

# Venue Replay

## Capture an Audience and Advertise to Them Later

**Venue Replay** allows you to capture people's Device IDs at high value locations and market to them later.

By mapping the area, we can identify any devices (smartphones, tablets, laptops) after they leave the venue, and continue to target them with digital banner ads at their home and across all their devices.



**Consider Venue IP Targeting to capture the attention of Captive Audiences** with ads at a targeted location and use **Venue Replay** to continue advertising to them on all their mobile and home devices.

**Let us help you find creative way to target any venue audience you desire.**

# Tracking Your Success

## Improve your advertising effectiveness

Getting your message out to potential customers only the **first part** of any digital advertising campaign.

The second half is determining how many people **respond** to your ads.

For best results, your ads should be simple with a single call to action.

All political ads must have a clearly visible campaign logo and a “paid for” disclaimer.

After a user clicks on your ad, the landing page should be relevant to your ad’s message. The landing page itself should have a single call to action. This can be to fill out a form, sign up for an email list or to make a donation.

Any actions that your visitors take should be tracked for **conversions**, so you can determine the effectiveness of your digital ads.



**We can help set up web analytics or other tracking to help determine the effectiveness of your advertising.**

# Frequently Asked Questions

## What does IP Targeting do?

Through a unique series of patented technologies, you can precisely target households online using banner ads, display ads and video. **Geo-targeting** uses groups of IP addresses to target an area. But **IP targeting** uses individual IP addresses to target specific households or locations.

**Hundreds of political campaigns use this technology every election cycle.** You can use your own voter list, or [we can provide voter data for you](#).

## Where will my ads appear?

We have access to place ads on over 1,000,000 websites that include 30-50 billion advertising impressions per day. Popular sites where your ads can appear include Fox News, MSN, CNN, Yahoo! and email portals.

## Can I control who sees my ads?

Yes. This is one of the primary benefits of the IP Targeting platform. Your ads are targeted to specific households with laser-like accuracy.

## What targets can I use for my advertising?

You can use an address list, zip code list, map location, or specific business locations (like a stadium or airport).

## I have a voter list, membership, prospect list – can I use this?

Yes – the technology can be applied to any list of physical addresses. If you have purchased a list from a broker or other source – you need to check on any restrictions on the use of that data. We use client provided data and, as part of our advertising agreement, requires an acknowledgement that you have the rights to use any list you provide.

## Do the online ads go to everyone on the list I give you?

We can deliver anywhere from 50% – 95% matches on the physical addresses you provide.

## How many ads should I display per target?

It depends on your message, campaign length and other variables. Typically, we recommend between 30-80 impressions per ad campaign.

## **Does the system use cookies?**

No. For IP Targeting, the IP addresses of specified households are already known, so there is no need to use cookies for primary targeting.

## **What sort of reporting can I get?**

We provide reports that include impressions served, clicks, conversions and click-through rate (CTR).

## **How is IP Targeting different than PPC?**

PPC or Pay Per Click advertising relies on a user searching for a specific keyword. Ads are placed on the search results page, with the hope that the consumer will click on the ad. You pay when the prospect clicks on the ad. IP Targeting delivers ads to a pre-determined audience. The user doesn't need to be searching for you to see your ads.

## **What size ads do I need?**

Creatives should be within the following dimensions (below). We recommend that clients have at least one creative in each size to maximize available ad inventory. While we can run campaigns with fewer sizes, it will limit the inventory available and may result in the campaign taking longer to serve the ads you purchased.

300x250 - Medium Rectangle

728x90 - Leaderboard

320x100 - Mobile Banner

160x600 - Wide Skyscraper

320x50 - Mobile Leaderboard

## **Should I use this service for my entire advertising needs?**

No, IP Targeting is a part of an integrated media plan. We simply replace a portion of your traditional media spend and make it more effective.

## **Can I make sure my ads do not appear on specific sites?**

Yes, by default we will not serve ads on adult or "vice" sites. Additionally, sites with a history of low quality or fraudulent traffic are also eliminated.

## **What file formats are the ads created with?**

All banner creative sizes need to be less than 40 KB. JPG, GIF, and PNG files are all supported. We do not support Flash files or auto-initiated ads.

## **Can you prepare the ads for me?**

If you need them created, absolutely. For each campaign we will create a set of 5 ad creatives (1 per each recommended ad size)

## **How can I make my ad campaign more successful?**

Comply with the ad standards discussed in this FAQ, have a compelling ad, then confirm your target list is current and includes only topical targets. Additionally, implement conversion tracking where possible – such as thank-you pages and email signup confirmation pages.

## **How should I measure success from my IP targeting campaign?**

We encourage our clients to focus less on clicks and more on branding or conversions. The most compelling return on investment data comes from post-campaign match-back analysis. For example, comparing your customer target list to your list of actual sales is one of the most effective methods to determine the efficacy of an individual campaign.

## **Are there any setup fees?**

No.

**For more information on how IP Targeting  
can increase your direct mail engagement,  
visit [Therbuzz.com/ip](http://Therbuzz.com/ip) or call 954-394-4980.**

