

IP Targeting for Political Campaigns



Online Candidate[®]
Campaign websites and more.

OnlineCandidate.com

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. This patented technology has been used in thousands of campaigns.

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 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 ads. With up to 80% of traditional advertising failing to reach a target audience, consider how effective it can be getting the right message in front of the right voters at the right time.

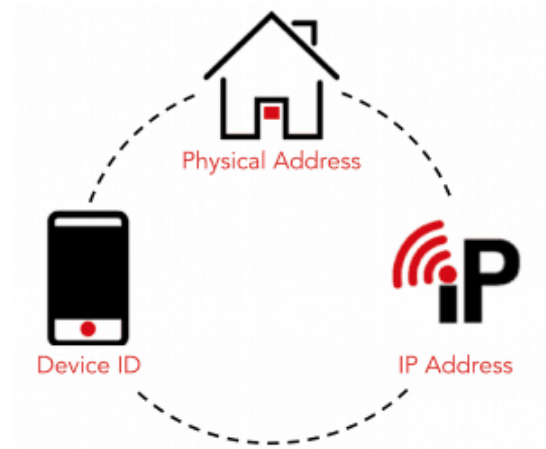
True One-To-One Marketing

IP targeting works with your voter list or direct mail data. Choose your specific address targets to deliver ads to real people with unparalleled accuracy.

Digital delivery enables a 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 and apps where your target voter visits.
- Ads appear on desktop, tablets and mobile devices at targeted locations.
- Integrate with existing voter or address lists.
- Reach out to members of your own party, known voters, or other demographic.
- Increase name recognition with voters.
- Improve online GOTV efforts.
- Access millions of websites through ad networks displaying billions of ad impressions every day.



When is a good time to run an IP Targeting campaign?

Consider running targeted ads during these times:

- Before a primary
- At the start of early voting
- Just before a major mail drop
- Before a candidate canvasses to become more recognized by residents
- As part of your get out the vote effort!

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.

An IP Targeting ad campaign requires a minimum of 500 target addresses and 30 thousand impressions.

The price? Depending on the frequency of your ads, your costs can be as little as .50 per household.

IP Targeting and Direct Mail

Reinforce Your Campaign Messaging

We can match your physical address list to 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.

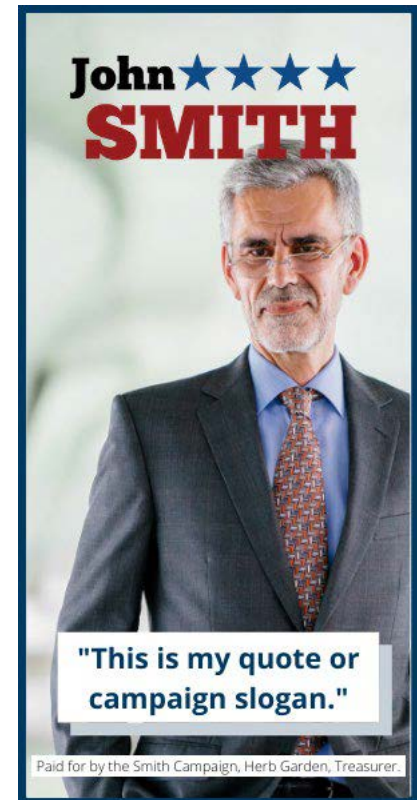
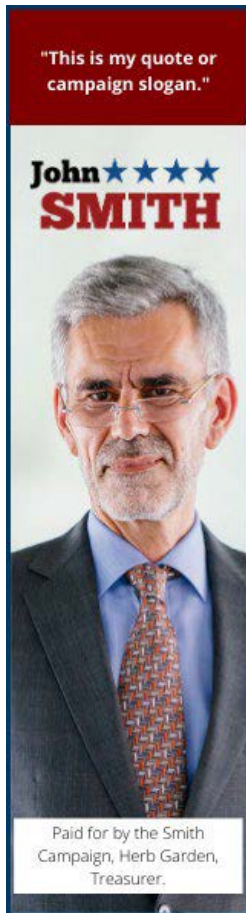
IP Target before canvassing. Running ads before a candidate does a door-to-door will help build recognition. Several candidates have told us that this has helped 'break the ice' when speaking to new people.

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



Sample Display Ads (not to scale)

As part of our service, ad creation is included. We'll create display ads in a number of sizes to match ad spaces on websites. To show on different mobile, tablet and desktop screen sizes, a variety of ad sizes are necessary. Here are a few sample layouts:



Popular ad sizes:

300x250 - Medium Rectangle
338x280 - Medium Rectangle
728x90 - Leaderboard
320x100 - Mobile Banner
120x600 - Narrow Skyscraper
160x600 - Wide Skyscraper
300x600 - Half Page
300x50 - Mobile Leaderboard

Creating your own ads?

Make sure your banners have:

- A border
- Paid for disclaimer
- Logo

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. 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 a million websites that deliver 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 targeting platform. Your ads are targeted to specific physical addresses.

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 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 typically match anywhere from 70% – 95% of the physical addresses you provide. Lists are automatically deduplicated and PO boxes are ignored. Send us your address list, and we'll run a target match for you.

How many ads should I display per target?

It depends on your message, campaign length and other variables. **We recommend at least 30 impressions per target.** The more impressions per target, the more exposure you will get.

How many clicks can I expect?

That can vary. We promote IP targeting as an exposure method, not as a web traffic tool. Industry standard click through rate (CTR) for display advertising is around .06%. We find IP targeting campaigns typically have a 4-5 times or more greater CTR.

Can I track my ads?

We append your ad link with tracking code, so you can track any traffic through Google Analytics.

Does the system use cookies?

No. For IP Targeting, the IP address is already known, so there is no need to use cookies for targeting. No one needs to visit your website first. What sort of reporting is provided? 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 search. Ads are placed on the search results page. You pay when the prospect clicks on the ad. IP Targeting delivers ads to a predetermined audience. The user doesn't need to be searching for you to see your ads. And as of this writing, Google only allows you to target by *gender, age and zip code*. This severely limits PPC ad reach and effectiveness.

Should I use this service for my entire advertising needs?

No, IP Targeting is only 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?

By default ads are not displayed on adult or "vice" sites. Your ads are displayed through a variety of large online ad networks, which have publisher standards.

Can you prepare the ads for me?

Absolutely. For each campaign we will create a set of ad creatives for FREE. If you want to make your own creatives, let us know and we will send you the ad specs.

Are there any setup fees?

No. The price you quoted in our [online price calculator](#) is the full calculated price.

Do you provide IP Targeting for businesses?

We do! In fact, we can even offer more targeting options, such as *new mover targeting*. Visit daleypws.com for details.

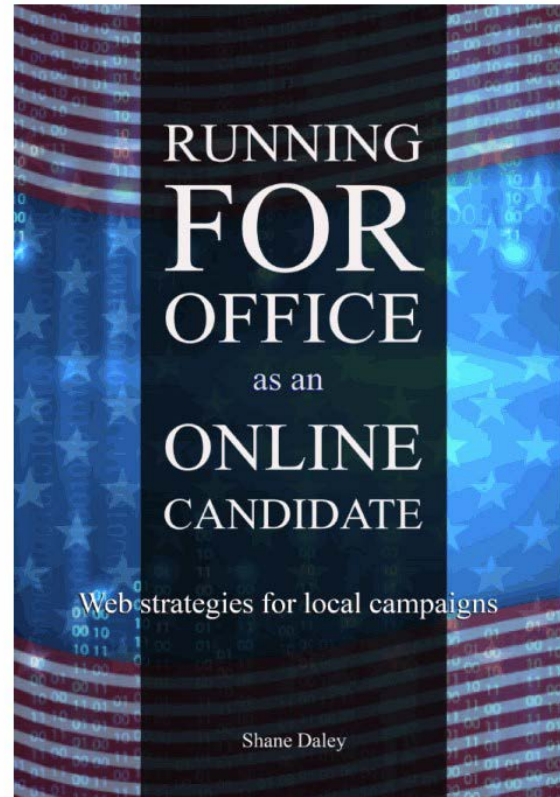
For more information on how IP Targeting can increase your direct mail engagement, visit OnlineCandidate.com/ads or email shane@onlinecandidate.com.

Leverage the power of the web for your political campaign.

This easy-to-use resource is packed with tips, tricks and useful strategies for local political and issue-specific campaigns. *Running for Office as an Online Candidate* provides a blueprint for using the web to help you win your election.

Topics include establishing your online identity, creating a social media presence, campaign websites, search optimization, online fundraising, email and web marketing strategies.

Today, it's not a matter of whether you put your campaign online – *it's a matter of how you do it.*



- [Purchase the softcover or Kindle edition on Amazon](#)
- [PDF purchase through our Download Store](#)
- [Download a free book sample](#)