

## COLORADO STATE REPRESENTATIVE **EDIE HOOTON**

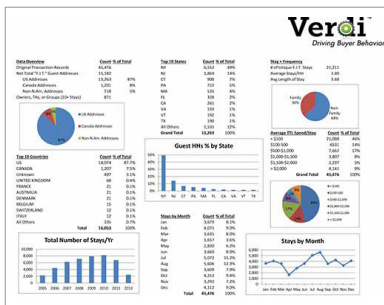
Household-level digital ad targeting helped secure win in tightly-contested primary election.



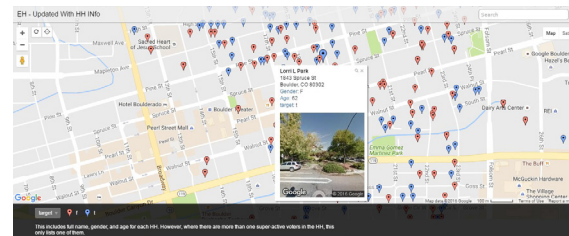
## CHALLENGE

- New candidate – facing a seasoned opponent with name recognition, media endorsement and financial backing of local business interests.
- Primary election – relatively low interest. Limited budget, tight timeline.
- CO State House District 10: Odd boundaries, too small to accurately target by Zip with AdWords – or to reach efficiently with general media (>80% wasted impressions).

## SOLUTION



Identified “super-active” segment of Democratic voters. Ran advanced data profiling to determine the most effective advertising tactics.



Provided neighborhood canvassers with mobile map of each household profile + picture.



Tapped new technology to efficiently target digital ads to only those “super-active” households (not their unqualified neighbors).



Integrated digital ads with SEO, Paid Search, Social Media, and Direct Mail tactics.

**RESULTS:** Representative Hooton won the election by a narrow margin.