

Political Candidates Win Elections with Local Newspaper and Above The Fold

Mayoral Race Forces Runoff Election

A popular longtime incumbent faced a tough election with three challengers. One of those challengers chose to work with the local newspaper and Above The Fold to run a digital advertising campaign over the two weeks leading up to the election.

The candidate utilized Search Retargeting, Keyword Contextual targeting, and Category Contextual targeting to reach users in the area whose online behavior indicated they were interested in the candidate's platform issues. The advertising campaign achieved a 0.19% CTR, and the challenger forced a runoff election with the incumbent.

Tactics



Search
Retargeting



Keyword
Contextual



Category
Contextual

Campaign Length

Two weeks

0.19% CTR
Campaign Result

Forced Runoff
Election Result