# eyeota

The Data Party - How the US Elections is Driving Audience Data Usage

For a political candidate, every vote counts. Political parties want to be where their potential voters are at, especially in the online space. They are keen to connect with potential voters at the precise point of time when they show interest in a particular topic, say gun control.
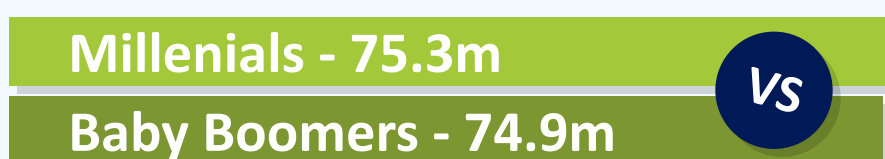
Obama spent 10 per cent of his paid media budget on digital advertising in the lead-up to the 2012 elections. Some might argue that he set the precedent, or this is simply a logical move for political parties to reach their audiences beyond traditional media. Figures indicate that digital ad spend is likely to amount to $1 billion (or 9.5 per cent of total political ad spending) in the 2016 election season.

Millenials might be the largest voter population in the United States, but there are concerns about engaging them in the political conversation. How can elections advertisers reach this group of disengaged voters, as well as other groups of target audiences online?

Our how-to guide presents a handy solution on the types of audience data segments you can use to target online audiences effectively.
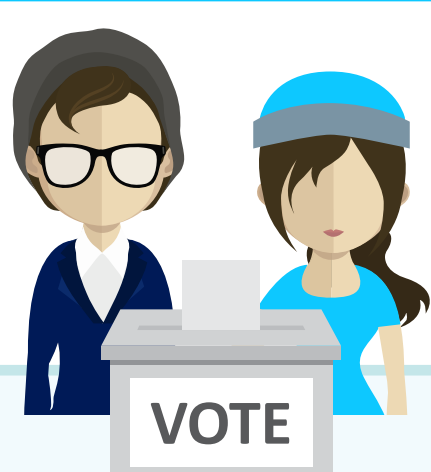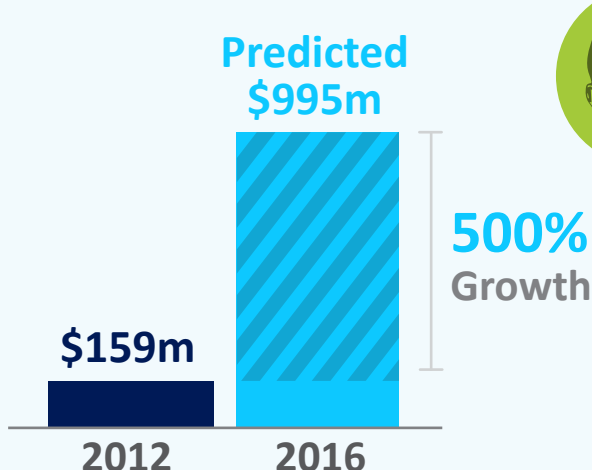
Millenials are now the **biggest voter** groups and politicians will need to be where they are -

ONLINE

Millenials - 75.3m	**vs**
Baby Boomers - 74.9m	

According to a recent study by Borrell Associates,

VOTE FOR ME!

$159m was spent ONLINE for political campaigns

Online Election Spend:

Predicted **$995m**

$159m

2012   2016

500% Growth

Barack Obama spent 10% of his $700m election budget on digital advertising

1/3 of Millenial Democrats learnt about presidential elections through **social media**

UK 2015 ELECTION TRENDS

TOP 5 PUBLISHERS USED IN THE LAST 90 DAYS

- Bartleby
- Huffington Post
- New York Times Blog
- New York Times
- Buzz Tracker

- Drudge Report Archives
- Times Dispatch (Richard News)
- Star Exponent (Clubber, VA)
- News Talk Radio WHIO
- Tampa Bay Online

£1.3m spent of Facebook advertising in UK targeting:

University Educated Audiences	Current Students	Small Business Professionals

Conservatives: £1.2m

Labour: £130k

Google/YouTube pre-rolls:

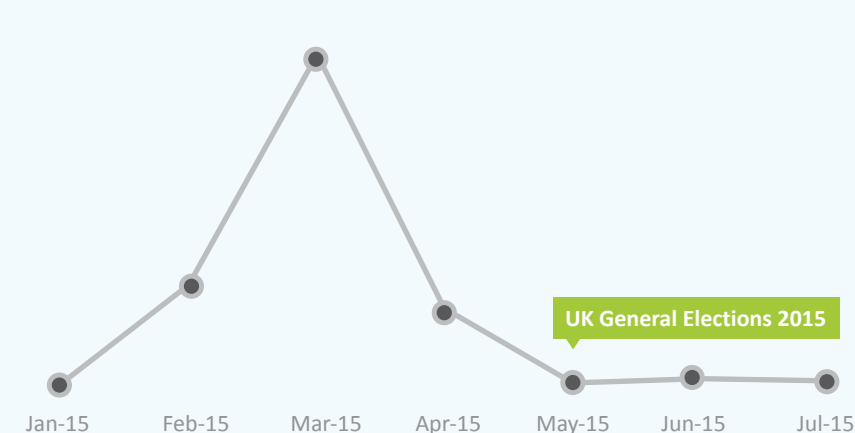- Conservatives: **£312,033**
- Labour's: **£371.54.**

Homing in on these marginal constituencies and targeting older, less politically engaged users on Facebook (as opposed to younger, more politically savvy users on Twitter), appeared to pay off big time for the Conservatives.
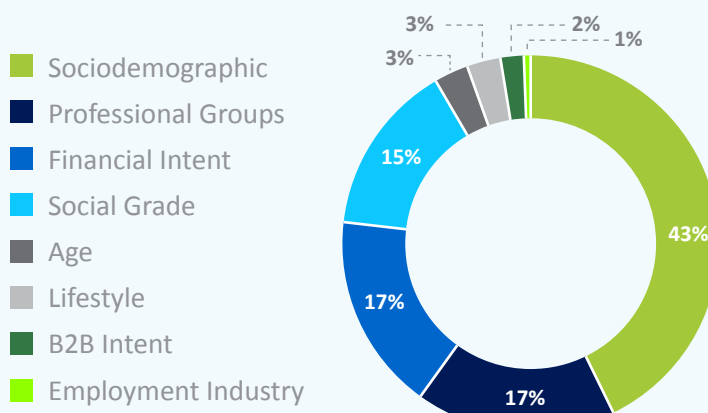
Source: Electoral Commission
http://www.digitalstrategyconsulting.com/intelligence/2016/01politics_case_study_how_smart_social_targeting_helped_conservatives_win_the_uk_election.php

UK Elections 2015

Audience Data Expenditure

UK General Elections 2015

Jan-15 Feb-15 Mar-15 Apr-15 May-15 Jun-15 Jul-15

Segment Category Expenditure

- Sociodemographic — 43%
- Professional Groups — 17%
- Financial Intent — 17%
- Social Grade — 15%
- Age — 3%
- Lifestyle — 3%
- B2B Intent — 2%
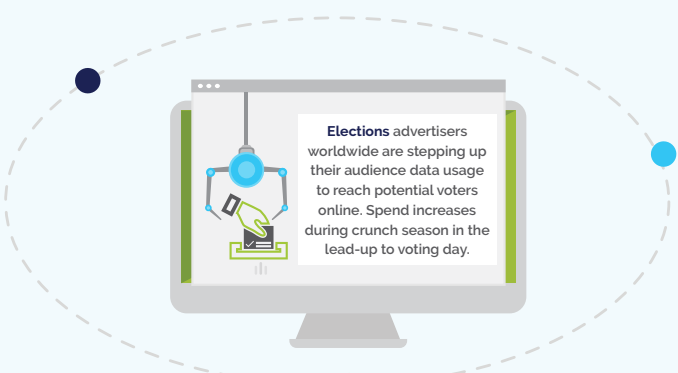- Employment Industry — 1%

Looking To Target Potential Voters?

We have got the audience you need!

Sociodemographic

- Demographic - Inferred Age - 26-35
- Demographic - Inferred Age - 46-55
- Demographic - Lifestyle - High Net Worth Individual (HNWI)

Elections advertisers worldwide are stepping up their audience data usage to reach potential voters online. Spend increases during crunch season in the lead-up to voting day

Those that believe in a cause

- Demographic - Generation - Y Generation/Millennials
- Grapeshot - Society - Charities
- Roy Morgan Research - Political Issue Most Important - The needs of families

B2B Sociodemographic data

- Global Bombora - B2B Predictive Signals - Healthcare - Administration
- Global Bombora - B2B Predictive Signals - Healthcare - Patient Management
- Global Bombora - B2B Demo - Functional Area - Medical/Health - Physical Medicine and Rehabilitation
- Global Bombora - B2B Predictive Signals - Human Resources - Diversity