

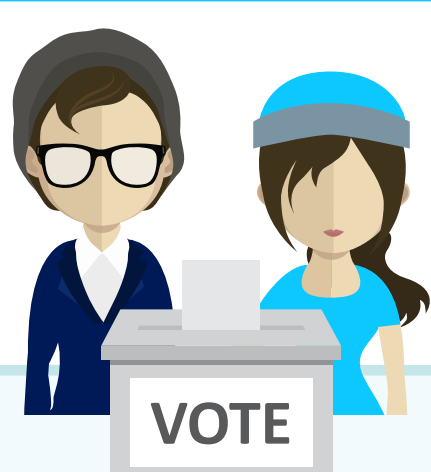
The Data Party - How the US Elections is Driving Audience Data Usage

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.

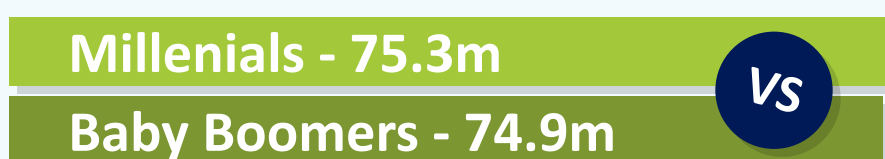
Obama spent 10 per cent of his paid media budget on digital advertising in the lead-up to the 2012 elections. Some might argue that he set the precedent, or this is simply a logical move for political parties to reach their audiences beyond traditional media. Figures indicate that digital ad spend is 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 -



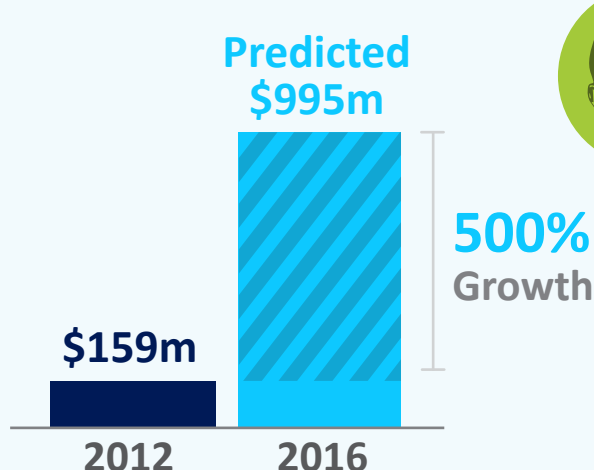
According to a recent study by Borrell Associates,



VOTE FOR ME!



Online Election Spend:



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

f £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.

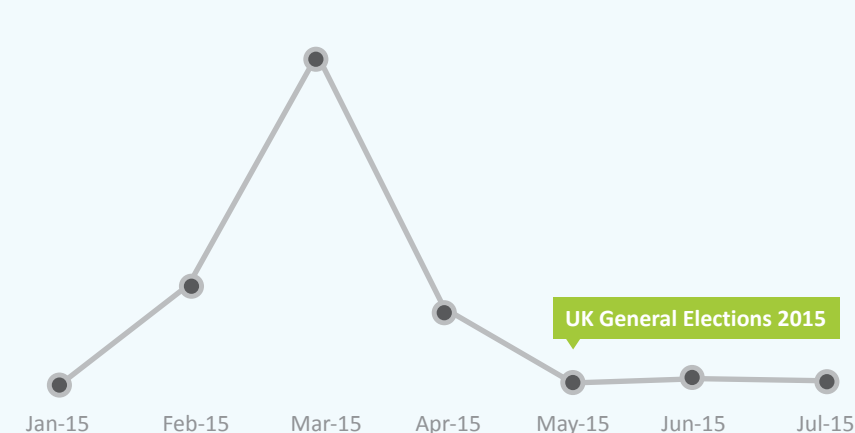
Homing in on these marginal constituencies and targeting older, less politically engaged users on Facebook (as opposed to younger, more politically savvy users on Twitter), appeared to pay off big time for the Conservatives.

Source: Electoral Commission

http://www.digitalstrategyconsulting.com/intelligence/2016/01/politics_case_study_how_smart_social_targeting_helped_conservatives_win_the_uk_election.php

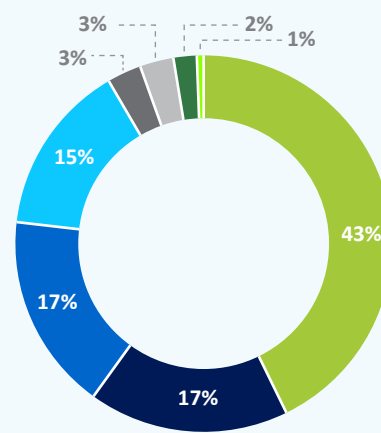
UK Elections 2015

Audience Data Expenditure



Segment Category Expenditure

- Sociodemographic
- Professional Groups
- Financial Intent
- Social Grade
- Age
- Lifestyle
- B2B Intent
- Employment Industry



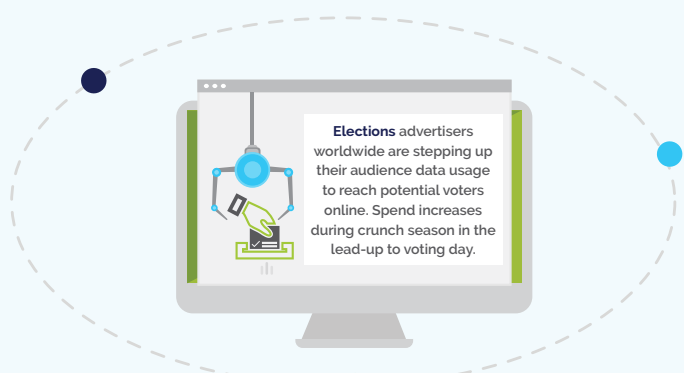
Looking To Target Potential Voters?

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)



Those that believe in a cause

- Demographic - Generation - Y Generation/Millenials
- 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

About Eyeota

Eyeota is the global leader for local audience data with over 1.5 billion unique profiles. Eyeota provides marketers with the data they need to reach the right online audiences and cut campaign waste whilst also enabling publishers to monetize their audiences more widely. In addition, our data delivers deep audience insight to both marketers and online publishers to help them understand their customers in a new way – as human beings. Eyeota supplies third party audience data to all major global and regional ad buying platforms, DSPs and ad networks. The company was founded in 2010 and has offices in Berlin, London, Melbourne, Singapore, Sydney and Tokyo. To find out more, visit:

www.eyota.com