

# CASE STUDY

## MAYORAL CANDIDATE UTILIZES DISPLAY AND IP TARGETING TO DELIVER OVER 7 MILLION IMPRESSIONS

### Client

Mayoral Candidate

### Campaign Length

Two Weeks

### Objective

The client needed to stand out and gain an edge in the upcoming competitive mayoral race.

### Challenge

The stakes of this campaign were very high as local small businesses would have been detrimentally affected if the client did not succeed.

### Solution

We recommended IP Targeting to the client to uniquely target Internet users within a specific household. Additionally, a Display campaign was launched to target residents who exhibited specific demographic behaviors.



### RESULTS

The campaign delivered over 7 million impressions over two weeks, and had a 10% to 17% click-through rate (CTR).

### KEY FINDINGS

Using location-based targeting like IP Targeting in addition to Display, the client was able to target local voters through their Internet-connected devices and maximize impressions.