

Case Study

Get Out the Vote

2021





Objective

During the 2020 election season, a leading political agency enlisted Place Exchange to run programmatic OOH campaigns reaching swing voters in key Florida zip codes.

The campaigns encouraged Florida residents to vote in the presidential election for the Democratic candidate, and aimed to increase in-person voter turnout at polling locations.

Maximizing Reach Across OOH Formats

To maximize reach in the critical few weeks leading up to the election, the agency leveraged a mix of OOH formats on Place Exchange, including billboards, moving media, and place-based media placements in the targeted zip codes to reach potential voters wherever they were on their daily journeys.



Audience Targeting

The agency provided a list of target zip codes ranked by an index. Place Exchange mapped the available partisan-compliant inventory within the target regions and prioritized budgets and ad delivery to the highest-indexing zip codes.

Map shows a sample of targeted zip codes and Place Exchange inventory.

Legend

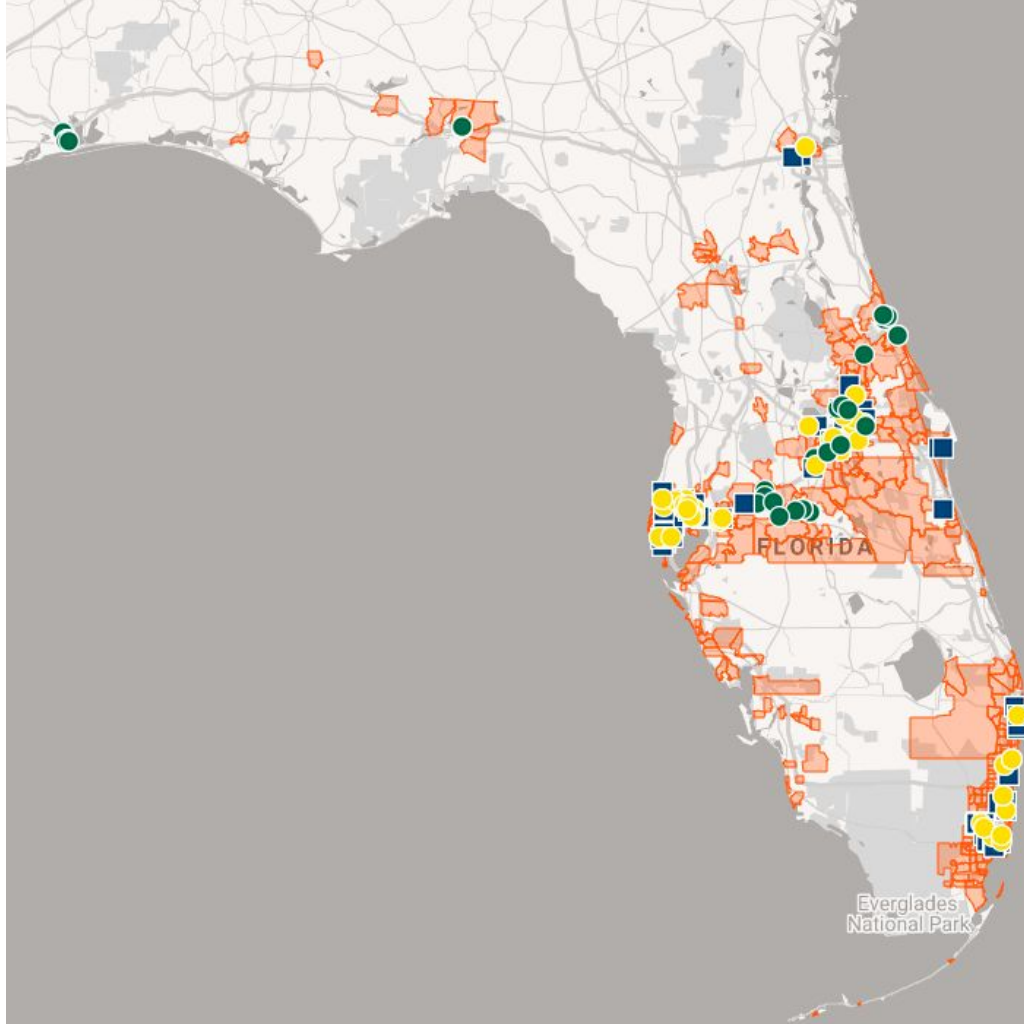
Publisher 1



Publisher 2



Publisher 3



Campaign Goals & Metrics

Goal	Success Metrics	Methodology
<p>Leverage OOH media to drive voter turnout in Florida in the critical weeks leading up to presidential election</p>	<ul style="list-style-type: none">● Increase voter turnout at polling locations● Maximize impression delivery and deliver in full	<ul style="list-style-type: none">● Identify partisan-compliant Place Exchange inventory in target zip codes● Use Place Exchange to seamlessly activate OOH campaign programmatically across a variety of inventory



Measurement

The agency also partnered with **MIRA**, a real-time location intelligence company, to measure the efficacy of all the campaigns for voter turnout.

MIRA compared the foot-traffic of a group exposed to the campaigns (using mobile advertising IDs) with a control group not exposed to the campaigns, at 4,000 geo-fenced polling locations within the 146 targeted zip codes.

Potential voters had 7 days to convert (visit a polling location) after being exposed, and a conversion only counted if it occurred after the ad exposure.



Results

54.9M

total impressions delivered by Place Exchange

29%

higher likelihood of individuals exposed to the campaigns to visit polling locations vs. the control group *

73%

of targeted zip codes had positive, significant lift in voter turnout *

* Results measured by MIRA study across all DOOH campaigns

Unlock the real power of OOH

sales@placeexchange.com

