

COMPETE_

Digital Communications Campaign Checklist

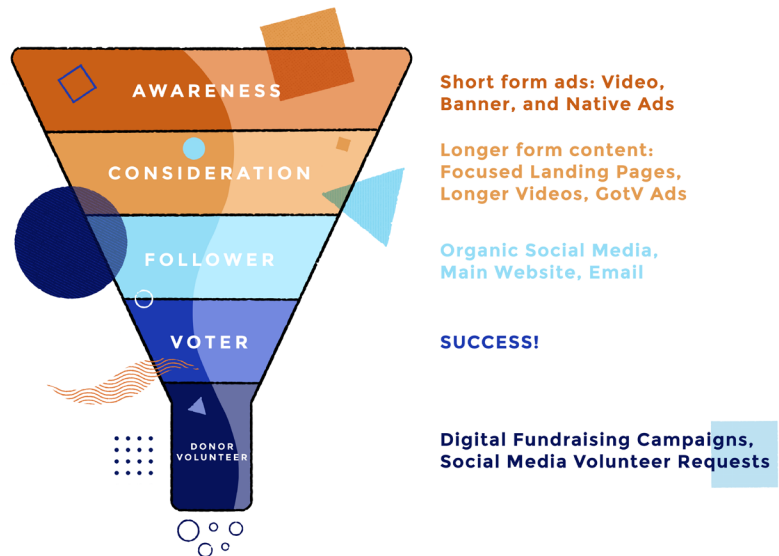
Important concepts to keep in mind when crafting your Digital Communication program.

A Plan Made for You

Is your program customized to your campaign's specific needs, path to victory, and budget constraints?

Every voter's journey to supporting your campaign is different - Does your program weave together all aspects of digital to drive voters "Down the funnel" towards ultimately supporting your cause?

Do your ads call on voters to "Click Through and Learn More" whenever possible?

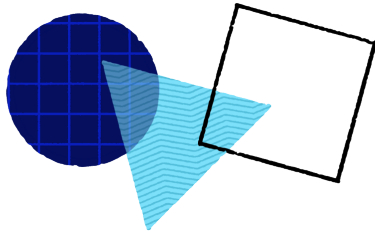


Creative for the Online World

Everyone internet differently, and one type of ad format will not work everywhere: Does your program create a variety of creative assets that are built to break through on your target audience's preferred platform?

Is your program built around the concept of "Saturation"? We define saturation as "The point at which your audience has received enough impressions from ads with a particular message, and it's time to move on to a new one."

Are you creating Video, Banner, and Native Ads to get access to maximum inventory and ad networks?



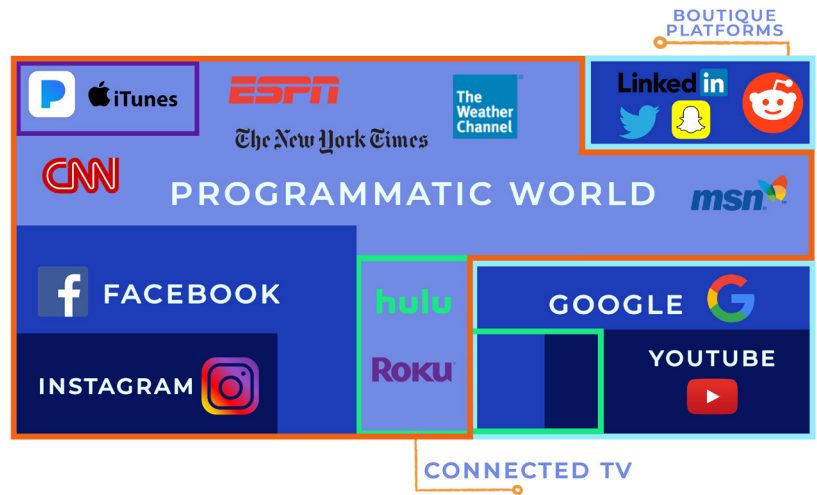
Digital Ad Auctions

Does your provider seem to have sufficient experience navigating Digital Ad Auctions? Do they have a “Theory of the Case” about which platforms to prioritize and why?

Are you targeting based off of the voter file whenever possible (Also called 1:1 targeting, List targeting, or Cookie/IP targeting)?

Voter file targeting isn’t perfect- For less constrained budgets and high turnout elections, does your program expand to include “Dynamic Targeting” (Targeting based off Interests, Topics, Demographics, Geography, etc.)?

Is your provider placing the ad buy themselves, or are they outsourcing ad buy to another firm?



- ☐ VOTER FILE TARGETING
- ☐ DYNAMIC TARGETING
- ☐ WHERE TV ADS WORK
- ☐ DIGITAL RADIO

Transparency and Accountability

Is your provider fully transparent about their fee structure? Is it clear how your budget is being allocated between ad production, ad placement fees, and ad buy?

Once advertising begins, will you receive detailed reports that sufficiently explain where your budget is being spent across all of the different ad platforms you’re advertising on?

Is your provider providing ad buy on a guaranteed CPM (Cost Per 1,000 Impressions)? That can be a red flag- If they are, are they able to sufficiently explain why they are pricing their services that way?

