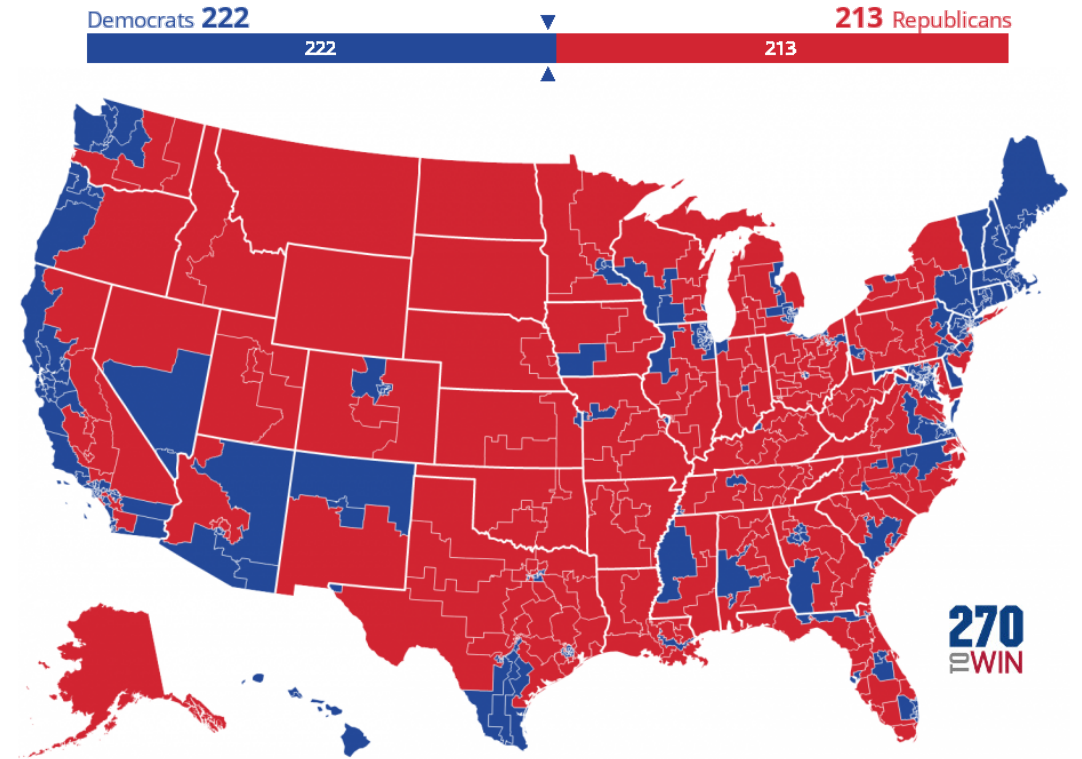


Targeted Ad Spending

SAMUEL ROBBINS

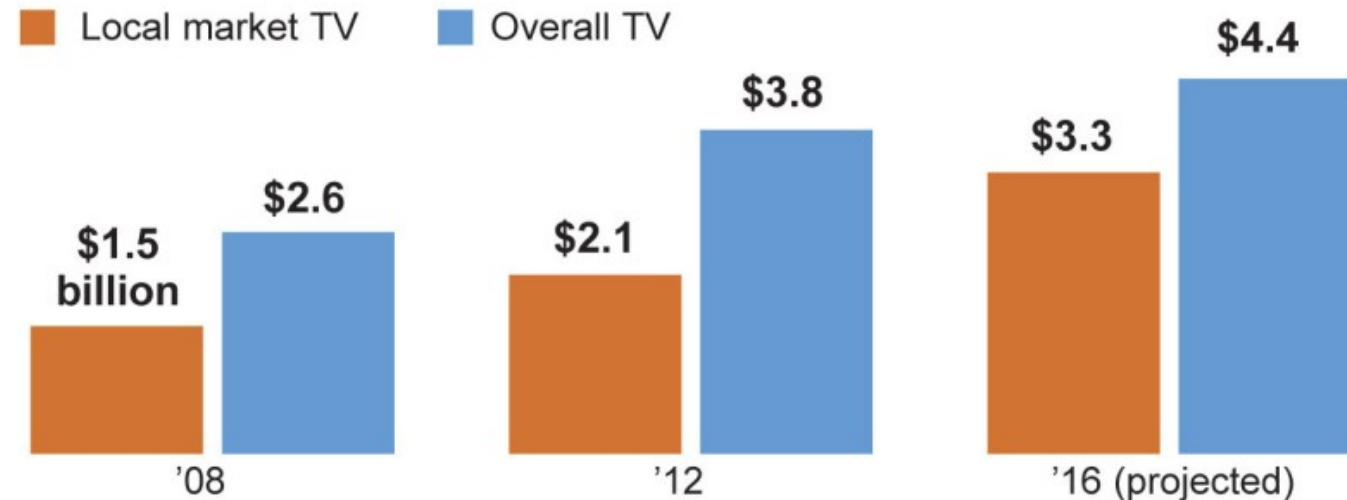


Election spending is on the rise

The 2019-2020 election cycle saw **\$8.5 billion** in advertising spending across TV, radio, and digital media.

Political TV ad spending

Local TV stations get the lion's share of political advertising dollars.



Note: Data include political ad spending in presidential campaign years.

Sources: Kantar Media/Campaign Media Analysis Group, Television Bureau of Advertising

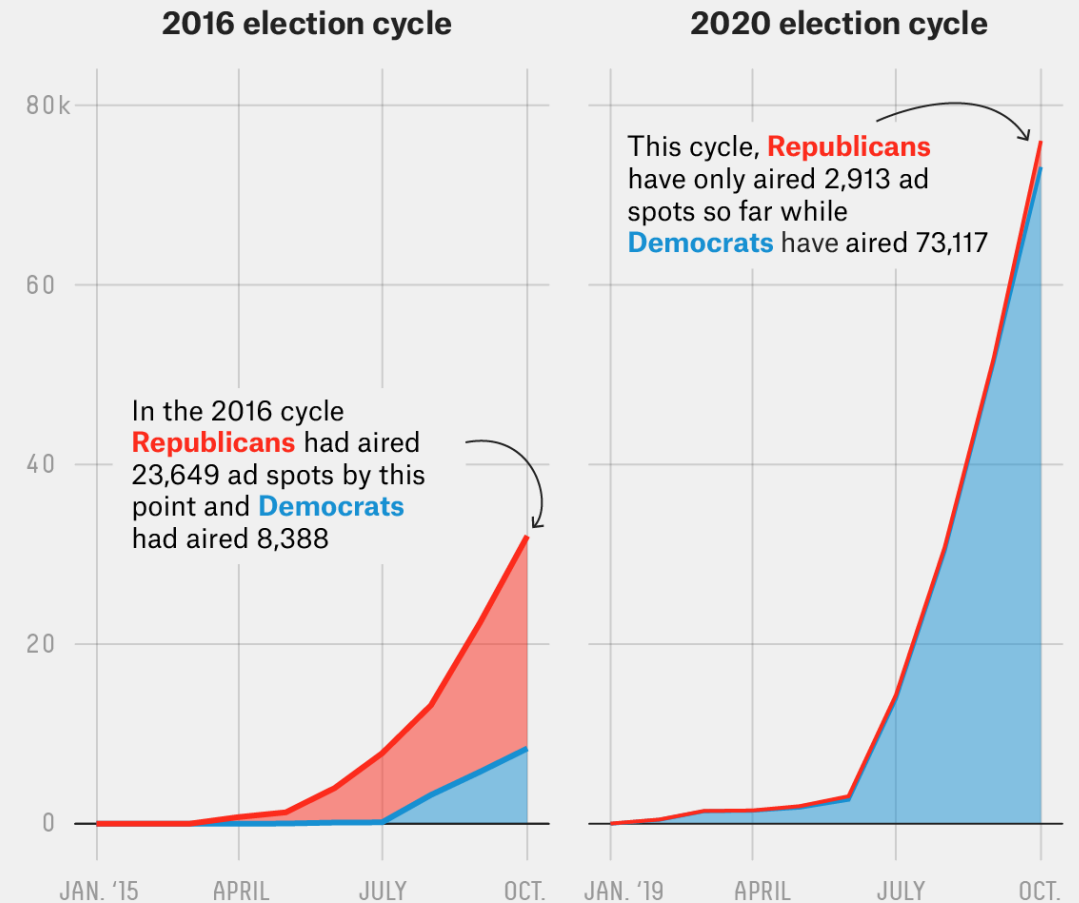
@latimesgraphics

Opportunity

- Ad volume is increasing along with price.
- More targeted advertising is crucial to overcoming the deluge of ads that potential voters are faced with everyday.
- Need to decide which races are the most winnable and the most cost-effective to finance.

There are way more ads in 2020 than 2016

Cumulative TV spots aired in the 2016 and 2020 presidential elections by Democratic and Republican campaigns and outside groups through October of the year before the election



FiveThirtyEight

SOURCE: KANTAR/CAMPAIGN MEDIA ANALYSIS GROUP

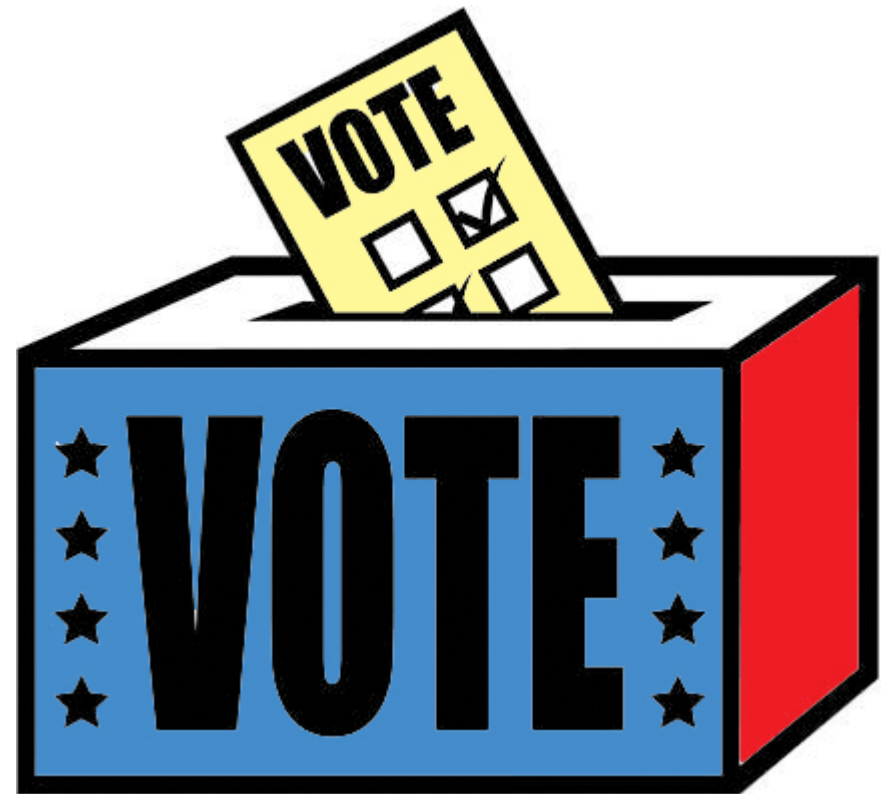
Project Goals

Goal: Determine best house districts to direct limited campaign dollars towards using

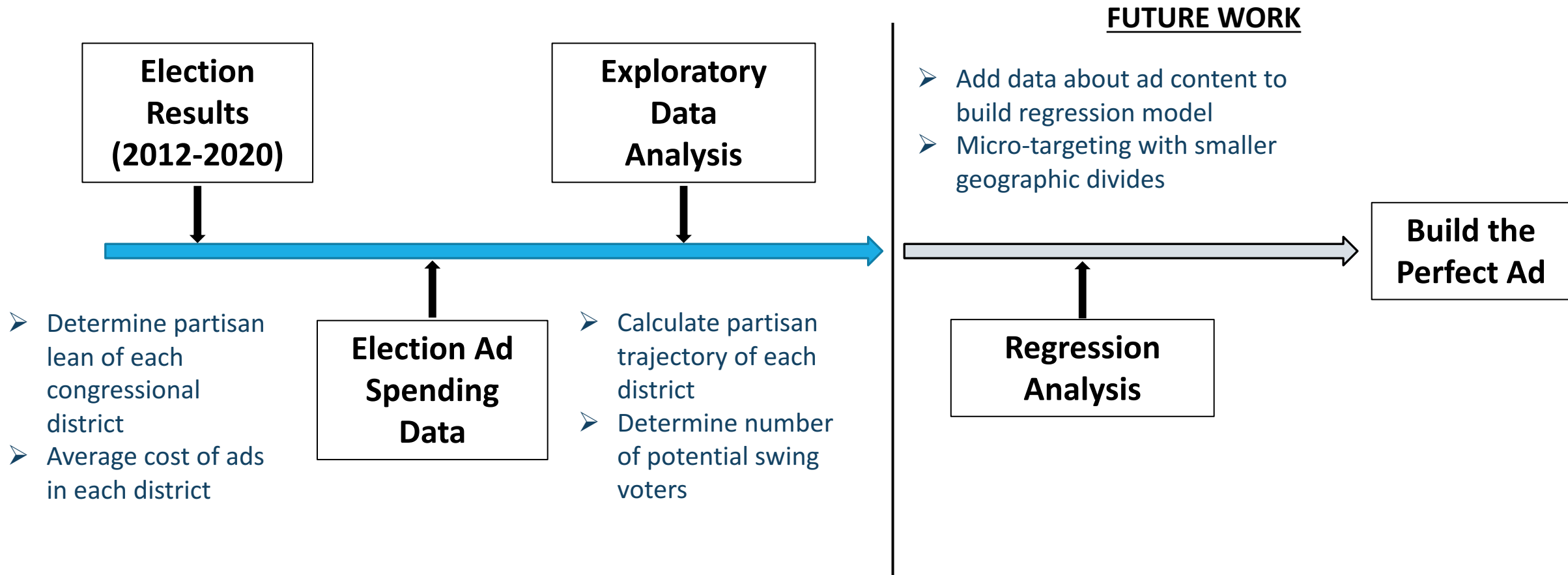
- Election results
- 2018 cycle advertising data

Solution Path

- Identify competitive house districts
- Calculate average ad spend for each house district



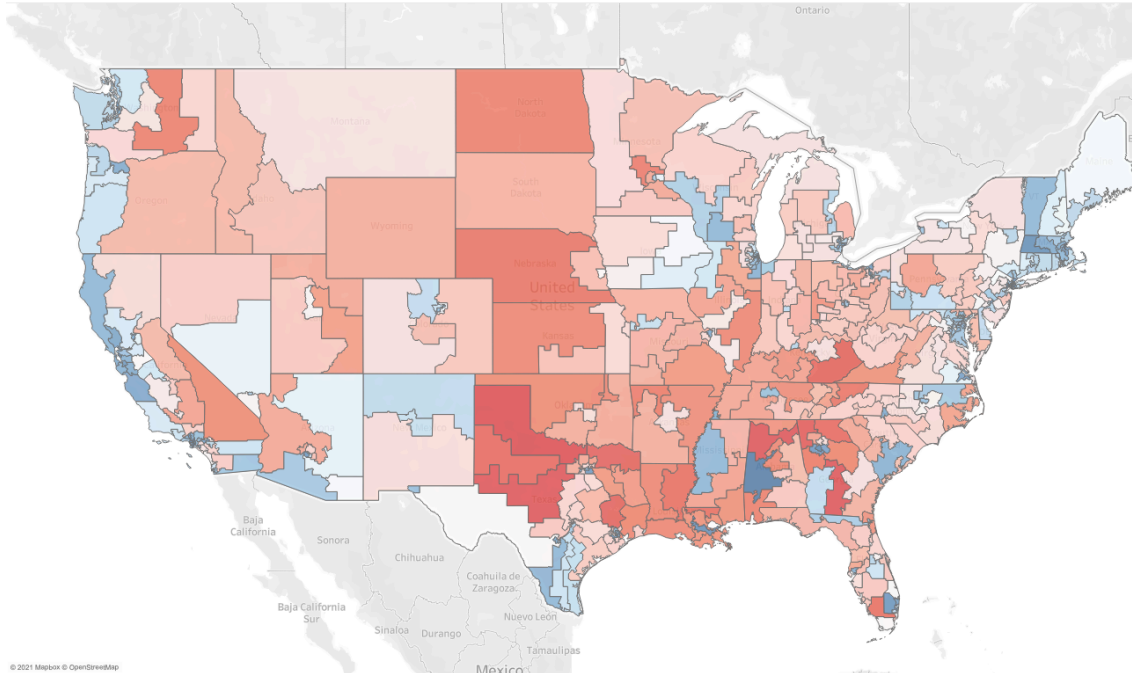
Methodology



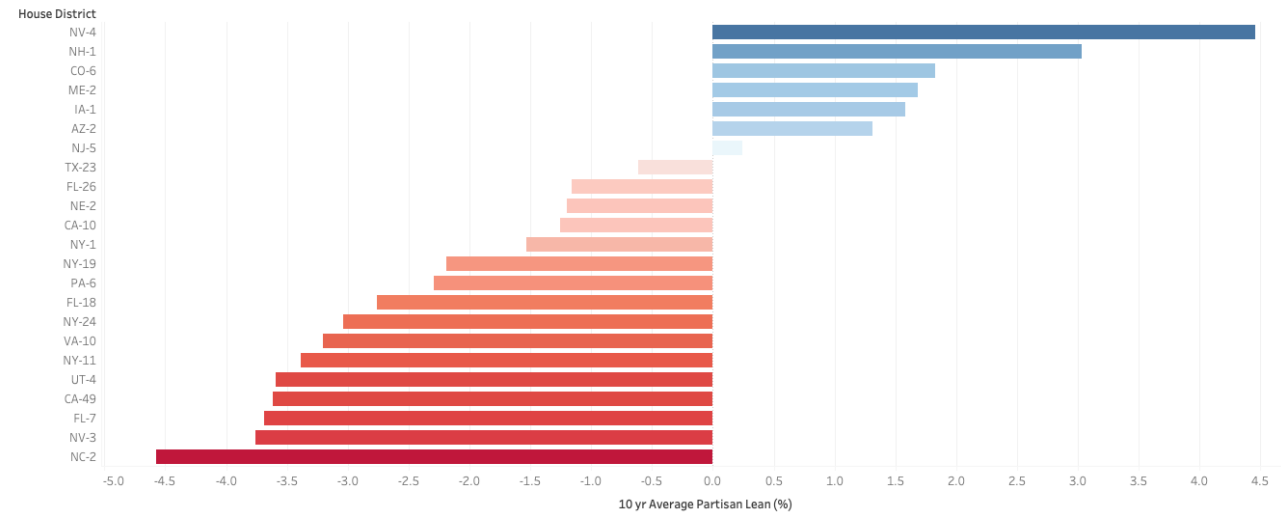
Insights

23 swing districts based on 10-yr average partisan lean

10-year Average Partisan Lean

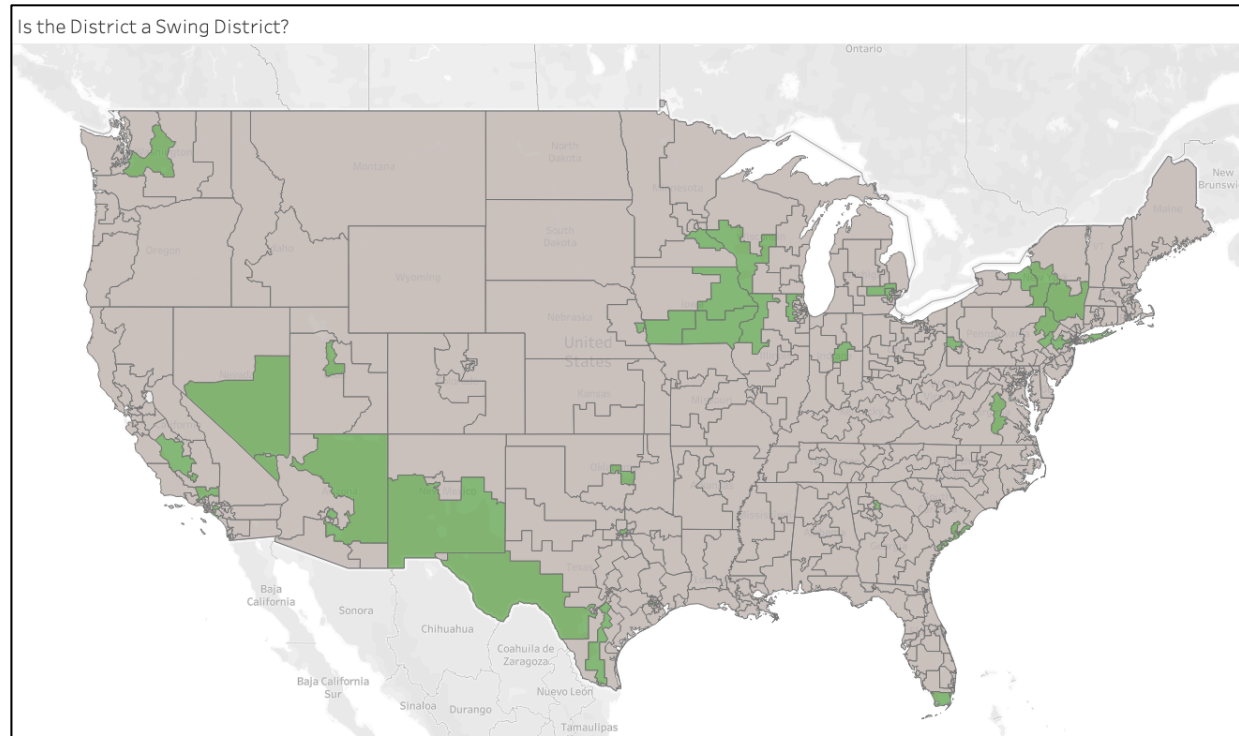


Potential Swing Districts



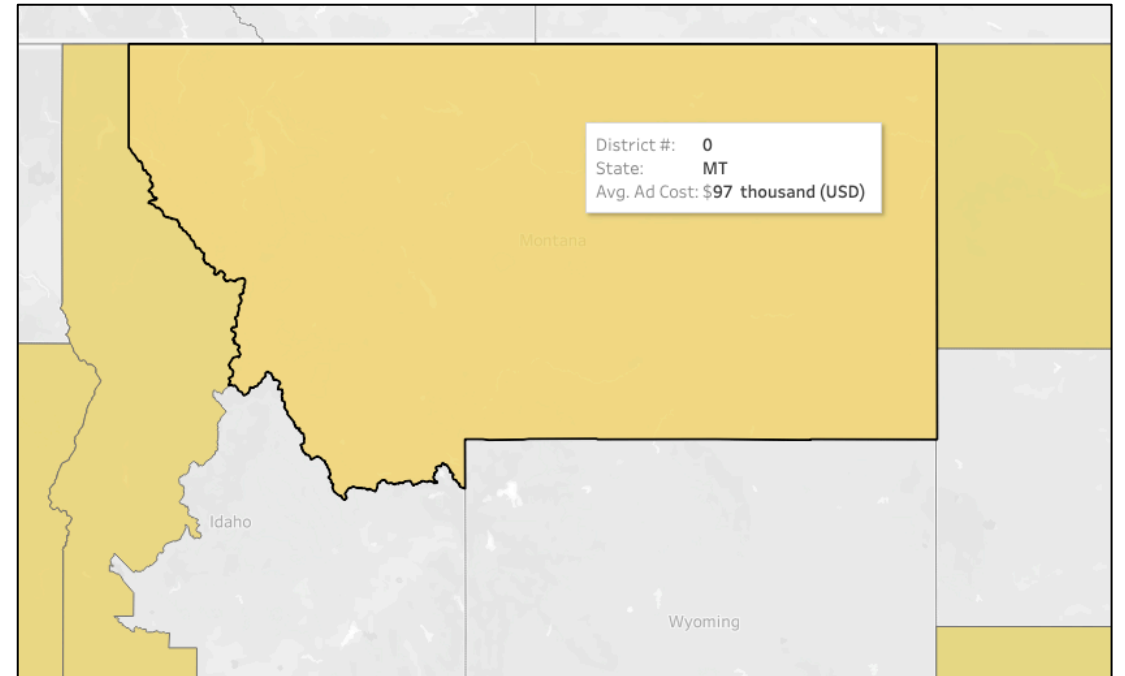
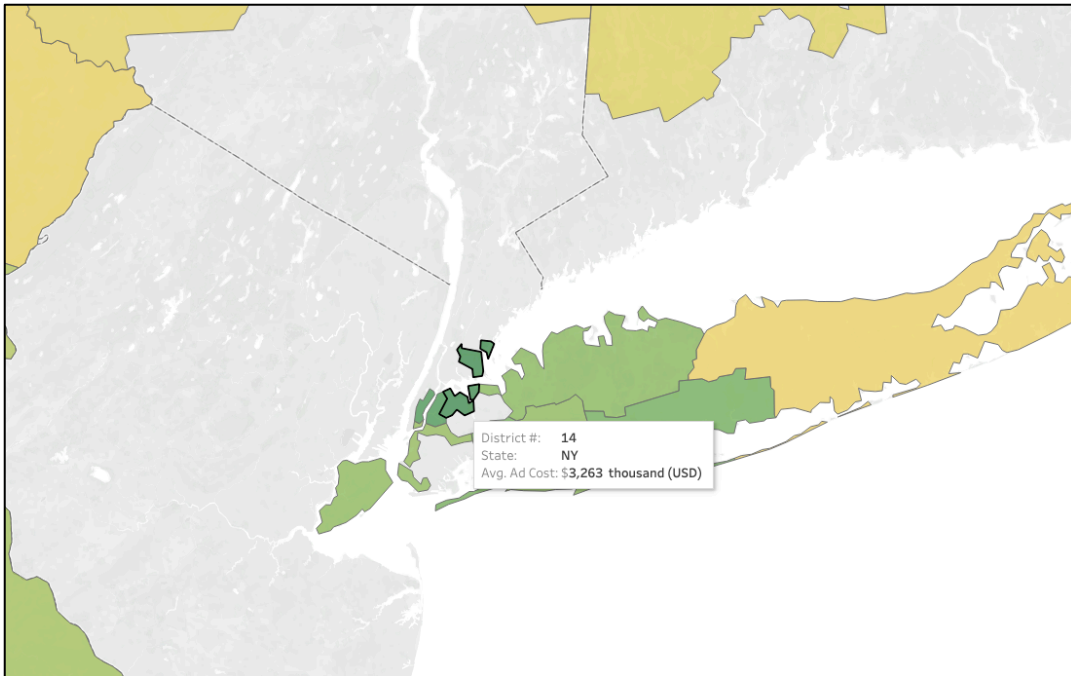
Insights

Generally between 15 and 45 swing districts each election



Insights

Hypothesis correct in that larger media markets are more expensive.



Action Items

I recommend focusing on these specific districts first, and then potentially expanding out from there.

Districts to Flip			
House District	Avg Ad Spend (\$1000 USD)	Avg Cost/sec (\$1000 USD)	R Advantage
NY1	\$161.27	\$5.38	-3.766
NY24	\$209.06	\$6.94	-2.382
CA21	\$251.57	\$8.39	-0.894
IA1	\$256.67	\$8.77	-2.533
IA2	\$293.53	\$9.78	-0.001

Districts to Keep			
House District	Avg Ad Spend (\$1000 USD)	Avg Cost/sec (\$1000 USD)	D Advantage
PA8	\$199.57	\$6.65	3.555
NY19	\$272.86	\$9.35	4.537
IL17	\$363.38	\$12.11	4.051
IA3	\$421.46	\$14.05	1.347
AZ1	\$734.13	\$24.47	3.220

Next Steps

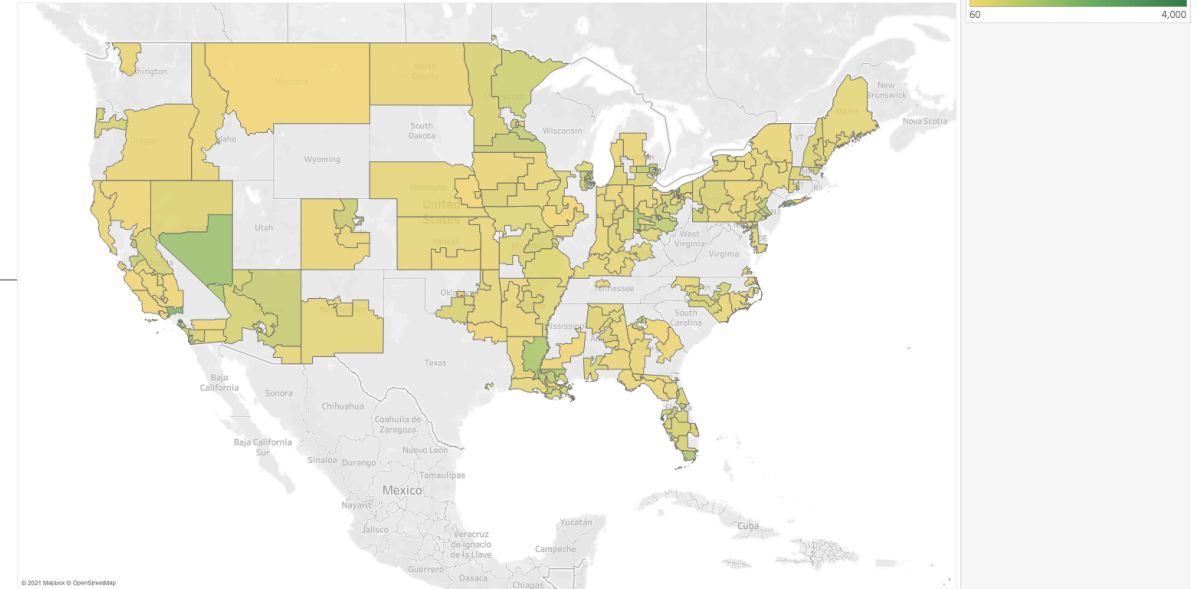
Advertising Data has features for:

- *Content*
- *Tone*
- *Issues mentioned*
- *Politicians mention*
- *And much more!*

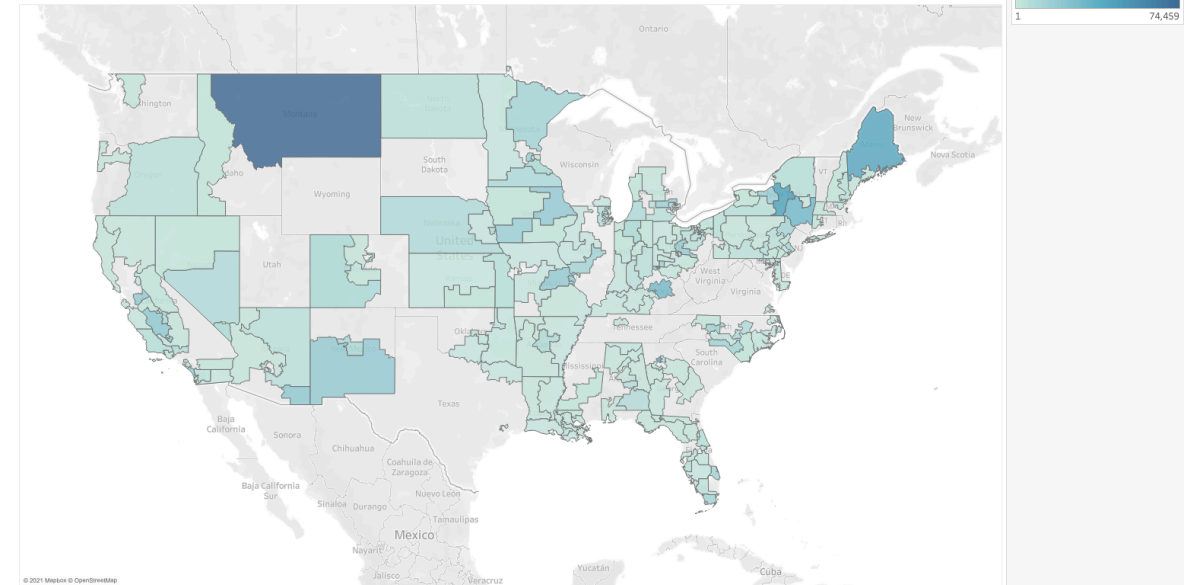
that could be used for a robust regression model to make the best ad for that district.

More specific voter/location data could also be used to more precisely target potential voters.

Average Ad Cost



Volume of Ads Bought





Thank You!
Happy to take any Questions