Precision Politics: Hitting the Bullseye

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Here at RRSK Marketing Analytics, we strive to provide our customers with advanced and innovative ways to reach their desired clientele. Our track record in Marketing Analytics has helped us establish a name in Fayette County. We are enthusiastic about the opportunity to work with Connor Marc and his congressional democratic campaign. We believe that we can bring valuable insights to digital advertising that will assist Connor Marc in gaining the desired audience for the upcoming election. We understand the importance of keeping loyal democratic voters, but we've also identified areas of improvement with voters who are not necessarily registered Democrats. We've identified several key trends in the data and devised several strategic plans to help pinpoint improvements in better marketing Connor Marc's campaign efforts. The campaign should be split into 5 different strategies and the table below will provide how many days it will take to exhaust allocated funds for each strategy if split evenly across the budget. We can adjust the number of daily impressions if the desired campaign length is short.

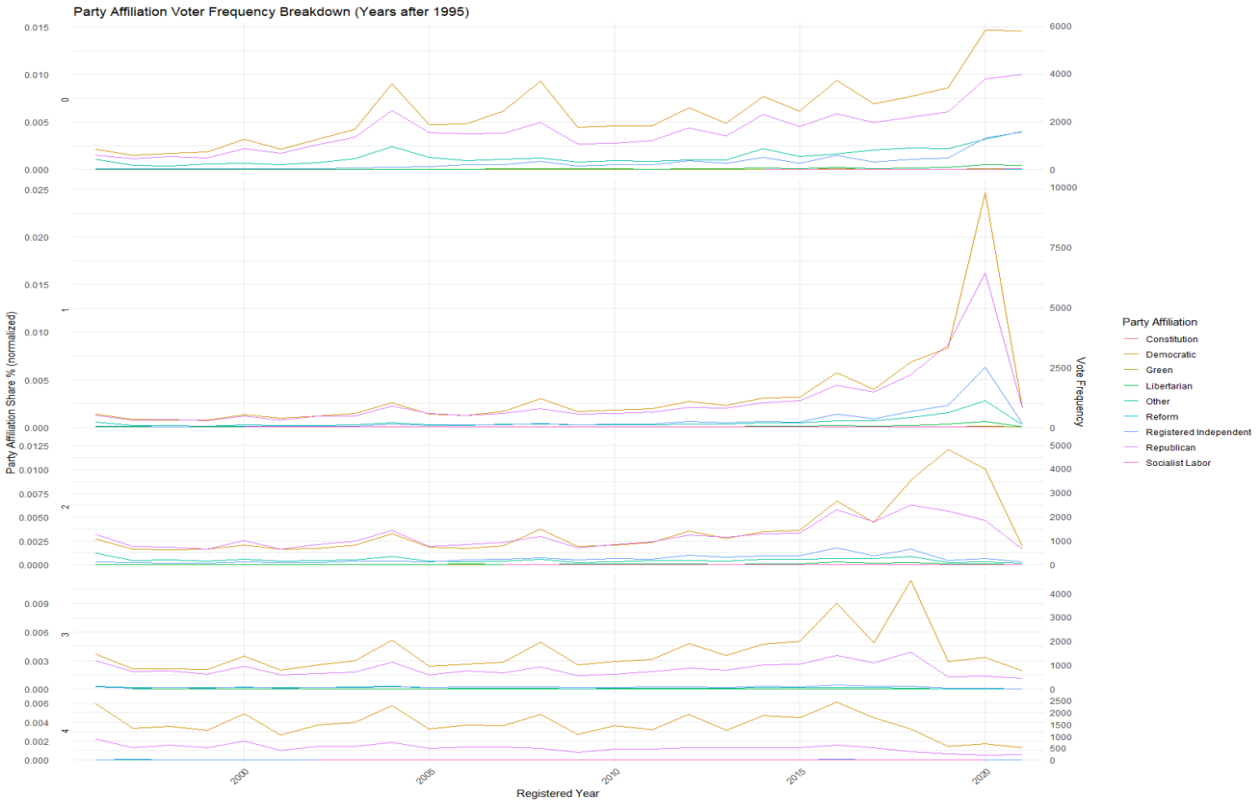
Strategy	Number of Voters	Fund Allocation Amount	OTT Cost per 1000 impressions	Video Cost per 1000 impressions	Daily Impression Cost	Days until fund exhaust
After 95 Voters Strategy	92756	240,000	0.06	0.02	3710.24	64.68584243
Donor Strategy	29351	240,000	0.06	0.02	1174.04	204.4223365
Income Strategy	52463	240,000	0.06	0.02	2098.52	114.3663153
Education Strategy	24844	240,000	0.06	0.02	993.76	241.5070037
Household Gender Strategy	115909	240,000	0.06	0.02	4636.36	51.76474648

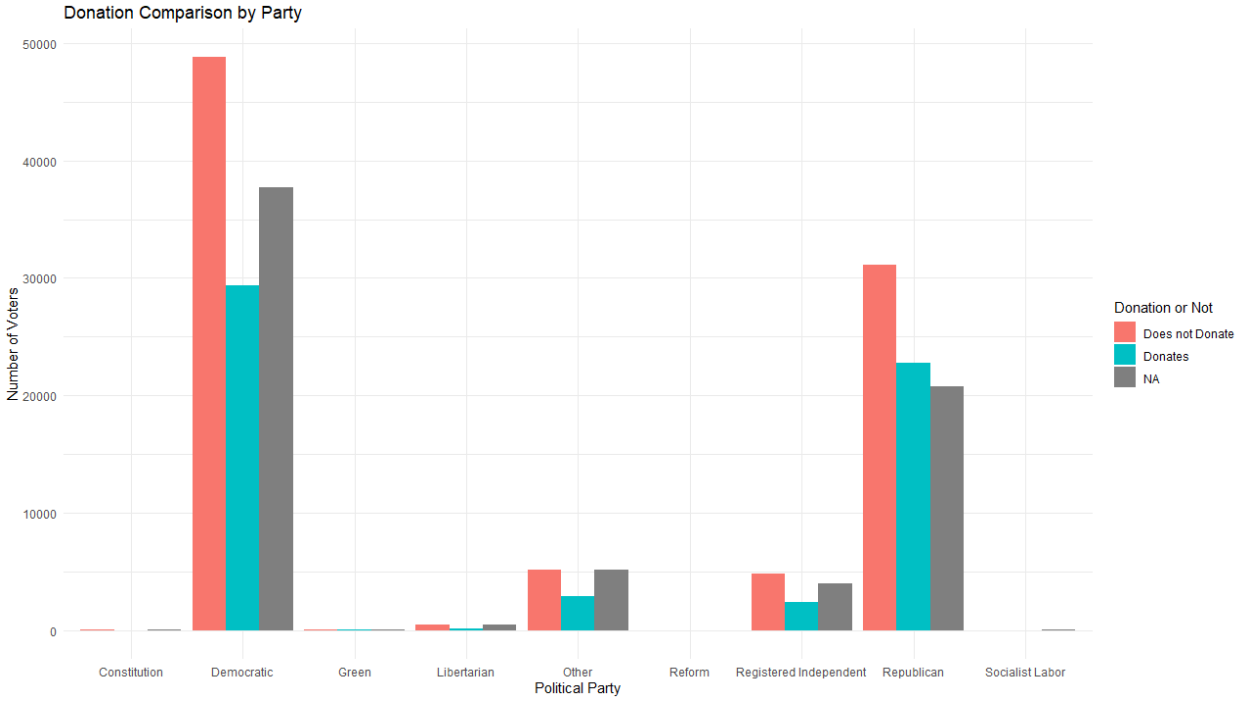
We first thought to explore the frequency of the registered voters by party affiliation. We wanted to gain insight into a more recent historical trend, so we narrowed the registration of voters down to the years 1995-2022. As we can interpret

	Vote_Frequency	count	proportion
	<dbl>	<int>	<dbl>
1	0	27121	0.292
2	1	15190	0.164
3	2	15959	0.172
4	3	17386	0.187
5	4	17100	0.184

there is a large population of registered democratic voters in recent years (2015-2022) that have failed to ever record a vote. Also, looking at the visual we notice that as our frequency of voting goes up, the number of older registered voters tends to be much lower than our newer registered voters. Altogether, this gives us two interesting points for improvement. We need to find ways to encourage the newly registered voters who have yet to vote to go out and vote. It also tells us that we should emphasize the older registered voters who have voted in the past to continue to vote at a higher rate than they have been.

We've devised some marketing strategies to help the campaign capitalize on the room for improvement. Looking at the newer registered Democratic voters who have yet to vote we can advertise to them through banner ads ($10). Given that there seems to be a smaller population of newly registered Democratic voters than older registered Democratic voters. In this case, we can focus more of our dollars on older registered democratic voters and advertise to them through OTT ($40) and video ads ($20). This way we can encourage older registered voters to get back out there and vote and newly registered voters to cast their first votes.





Next, we've decided to take a closer look at the donations made by the different affiliated political parties. We found that the democratic party makes more donations than any other party,

but we wanted to take a look at the donations made by the other and registered independent parties as well. We thought that there may be some room for the democratic party to gain votes from these parties as they account for the third and fourth most donations aside from the Democratic and republican parties. The advertising plan that we've decided to implement given the data would be to advertise to the democratic party solely by using banner ads ($10) on donation and charitable websites. Along with that we also want to invest a majority into OTT ($40) and Video ($20) ads on donation and charitable websites of the other and registered independent voters. The reason behind this is we want to continue to advertise to the loyal democratic party and simultaneously invest more of our budget into the other and registered independent parties to help persuade them towards a democratic vote. By doing this we feel that we can hold on to the loyal voters and gain voters who may be on the fence for the upcoming election. Of Democrat identifiable voters around 37.6% donate to environmental or charitable causes. Targeting this specific group could lead to reduced campaign costs as they're willing to support causes that share their beliefs. If the campaign caters a message to these voters, there is a better chance of donation.

Donates_Y	count	proportion
<chr>	<int>	<dbl>
Does not Donate	48799	0.624
Donates	29351	0.376

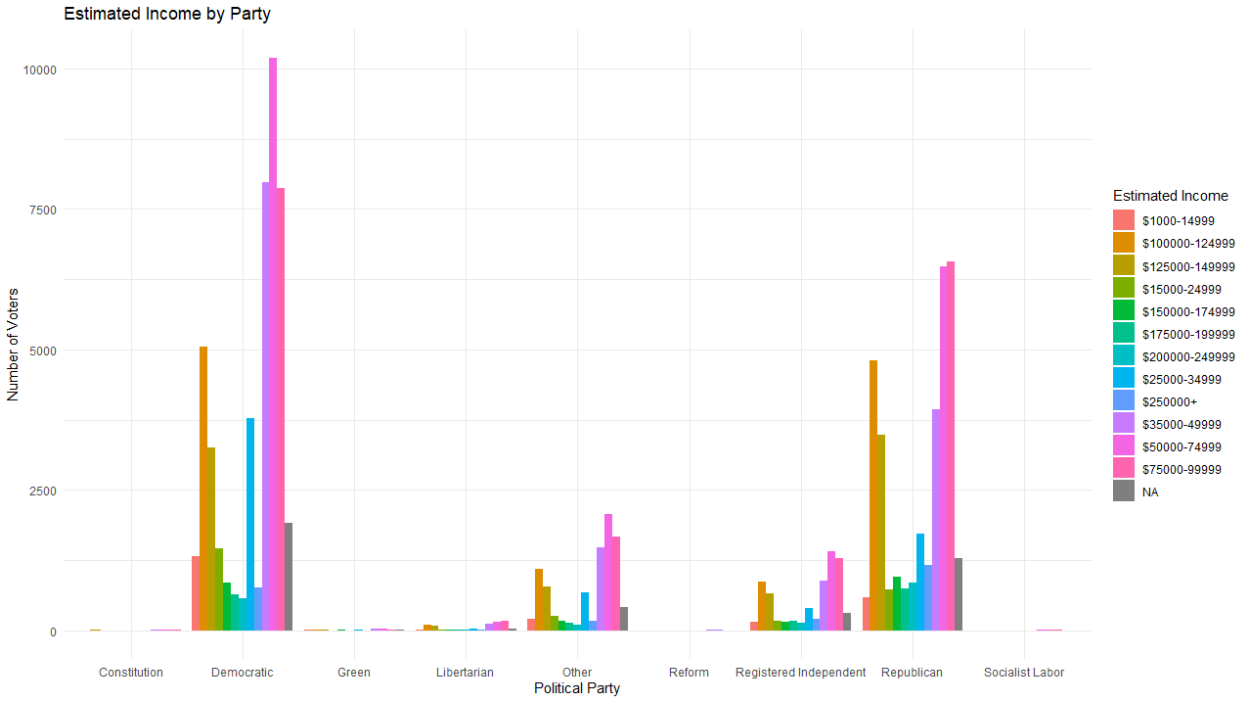
Likewise, we looked deeper into the estimated income of different parties to gain more insight. We can see that there is diversity in earnings within the democratic party and a somewhat similar pattern can be found in other parties. The democratic party stands out the most and it is followed by registered Independent and other parties.

The analysis of estimated income showed us a hierarchy of financial resources, with the Democratic Party leading in income, followed by the Republican Party. Since there is variation within parties and the democratic party has prominent earnings, we recommend focused advertising for the Democratic Party. We need to capitalize on the democratic party's strong financial standing by investing in banner ads ($10 CPM) deliberately targeted on influential political websites for specific individuals.

Moreover, utilizing OTT and video Ads on political Platform where there is more engagement to highlight the party's financial strength and the impact of supporting Connor Marc's candidacy.

Likewise, the allocation of a significant fraction of the budget to targeted OTT ($40 CPM) and video ads ($20 CPM) on platforms visited by Registered Independent and other party members should be made. Allocation depending on party affiliation would be 86.1% for Democratic Voters and 12.9% for Independent voters.

Parties_Description	total_count
Democratic	45656
Registered Independent	6807



We found that the data indicates the Democratic Party has the highest percentage of individuals with bachelor's degrees, followed by the Republican Party, Other, and Registered Independent parties, respectively.

We can capitalize on the Democratic Party's higher educational attainment by investing in banner ads ($10 CPM) and video content ($20 CPM) on relevant websites and publications.

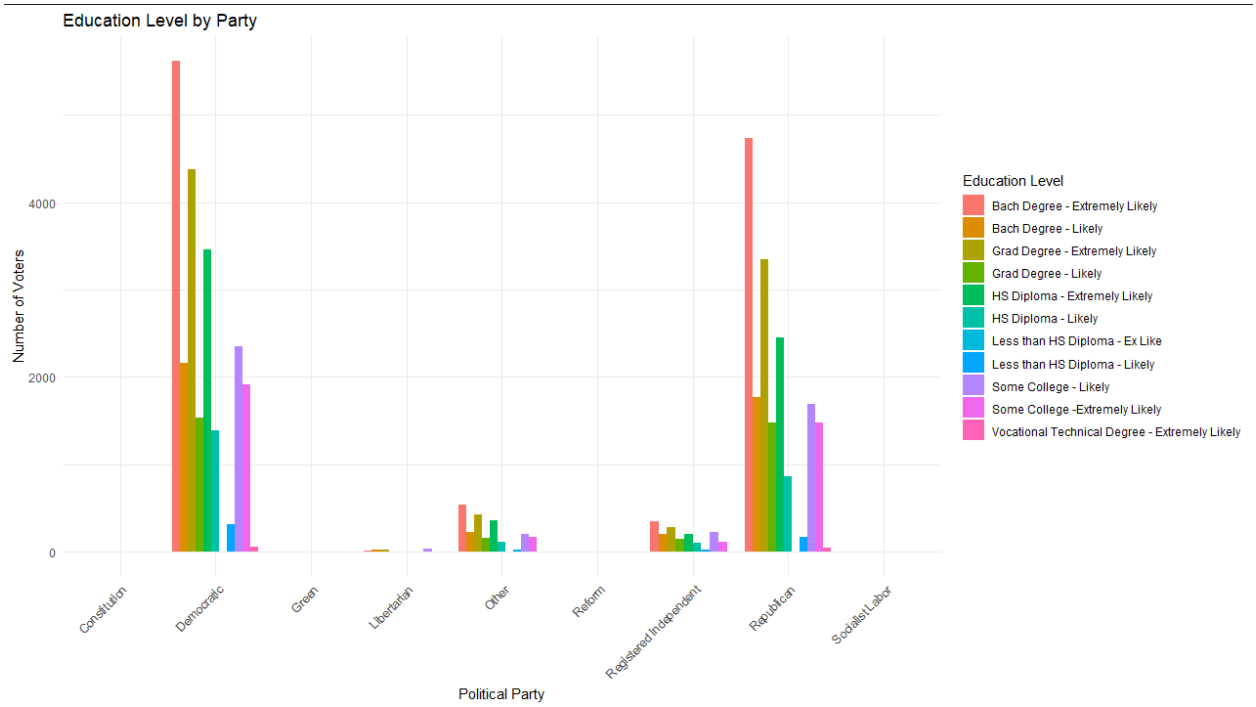
Similarly, we need to leverage platforms with higher-educated user bases to publish informative and intellectually engaging content, highlighting Conner Marc's ideologies and vision.

Also, tailored messages in OTT ($40 CPM) and video ads ($20 CPM) that resonate with individuals with various educational backgrounds should be displayed. We must emphasize aspects that attract to different education levels and reflect Conner Marc's inclusive policies.

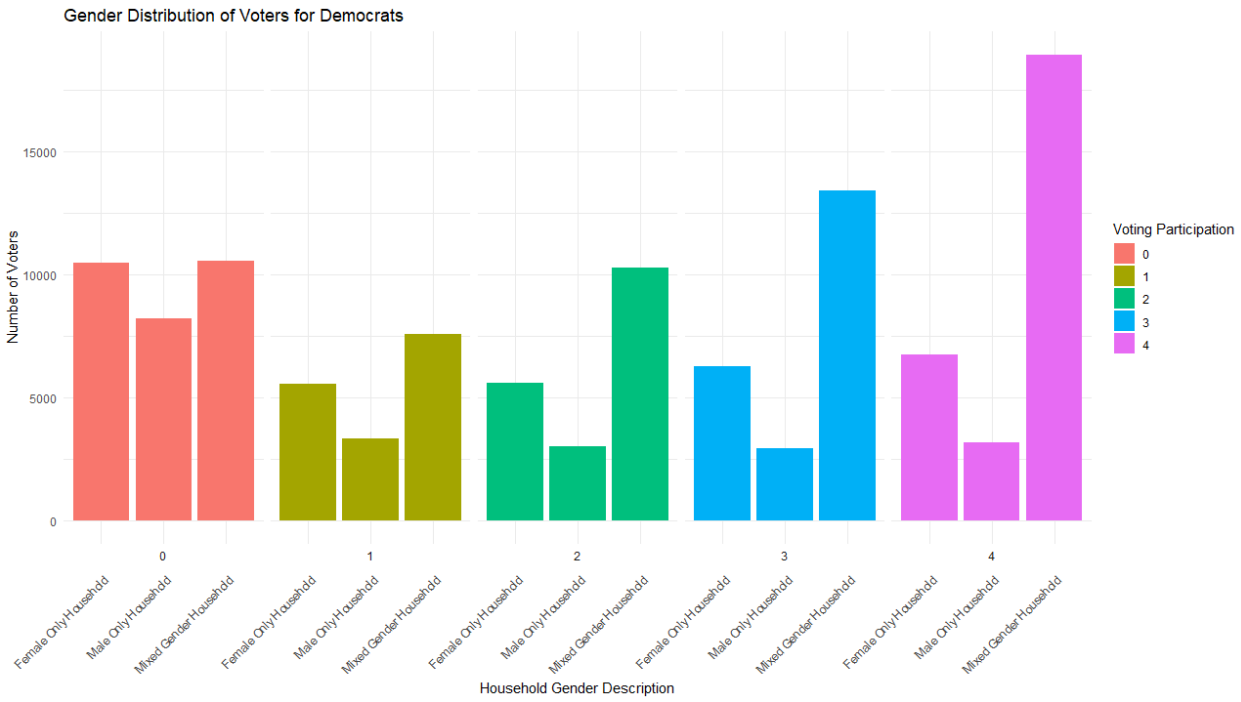
Besides, hosting educational workshops or seminars in the communities for educational demographics of the Democratic, Other, and Registered Independent parties should be done. The campaign should

Parties_Description	total_count
Democratic	23166
Registered Independent	1678

include diverse content such as articles, and explainer videos focusing on individuals of various educational levels. Between the two parties, allocation should be 92.3% for democratic voters and 6.7% for independent voters.



Lastly we will be focusing on the gender breakdown of democratic affiliated voters in Lexington and their voting participation in past elections. After reviewing the data in lexington as the more times a voter has participated in an election the likelihood that they were in a mixed gender household. Female only households represented the second largest group behind male only households. Targeting the largest group, Mixed Gender Households, is essential but we should



allocate portions of the fund to female only households. Understanding these distributions is essential in saving campaign funds and allocating the correct amount to each Household Gender group for each of the voting frequencies. Going by each voting frequency of the voter, female and mixed gender houses grow upwards compared to their counterpart male only households. Although male only households comprise a smaller portion as the voting frequency rises, we should still allocate their fair ratio of each frequency category. Proportions for fund allocation for this strategy should be used with the table for each subset of voting frequency . We should allocate the overall weights based on the following table to this strategy.

Vote_Frequency	count	proportion
0	29215	0.2520512
1	16441	0.1418440
2	18840	0.1625413
3	22582	0.1948253
4	28831	0.2487382