



Florida Congressional District 26

Opposition: Mario Diaz-Balart

Diaz-Balart defeated his opponent 84%-16% in the primary, indicating that he has a solid base within the Republican Party. He has served in Congress since 2003.

Opponent does have an active online presence and has a series of YouTube ads ready to go.

Five Thirty Eight Rankings as of 8-27-2022:

- 1 in 100 chances of winning (including expert opinions)
- 10 in 100 chances of winning (without weighing expert opinion)
- Estimated vote projection: 63.6% to 36.4% on experts
- Estimated vote projection without expert opinion: 57.2% to 42.8%

Possible Google Ads Strategy:

Use opponent's name recognition to get people to find us. Reach target markets through YouTube ads.

- Target Google Search for opponent's name
- Target Google Search for people searching for who to vote for
- Target voters using YouTube ads
 - Need to determine target market to reach and issues to reach them with
 - Different ads to reach different target markets
- Estimated Budget-Need to run tests for a few weeks to determine best budget
 - Current estimates a minimum of \$20-\$30 per day on search
 - Current estimates a minimum of \$20-\$30 per day on YouTube
 - Note: These will increase as we get closer to election