

# 13 WAYS DIGITAL ADS OUTPERFORM POLITICAL MAILERS



We get it, change is hard, especially in a well-established industry like political campaigning. If a method garnered votes in the past, why rock the boat? Well, much like your dad's polyester leisure suit from the '70s, paper mailers have not stood the test of time.

They are outdated, expensive, and flammable. Lucky for you, there is a better way. Digital advertising is growing at a rapid pace - and for good reason.

## IT'S TIME FOR A CHANGE

### #1 MORE COST-EFFECTIVE

Digital viewable ad impressions are 70x times less expensive than political mailer impressions. On average, it costs **\$5,300 to print and mail 10,000 6x9 cards**. That figure doesn't include other costs like strategy and creative design and doesn't factor in the time spent negotiating and coordinating with vendors. Digital frees your staff from those time-intensive tasks and can reach thousands (or tens of thousands, or hundreds of thousands) of voters for a fraction of the cost.

### #2 GUARANTEED CONNECTION

According to eMarketer, Americans of voting age spend an average of 6 hours and 35 minutes a day consuming digital media. There is no need to worry whether or not your voters will look through their mail or mindlessly immediately recycle 90% of it. Without question, your voters are online, consuming digital information up to a third of their waking hours.

### #3 FREQUENCY OF IMPRESSION

With digital ads, you have the opportunity to reach and influence voters up to 2 times per day. That is 2 ad impressions, per voter, per day. A 90 day campaign push before Election Day means 180 impressions before voter walks into the booth. What more needs to be said?

### #4 DELIVERABILITY

1-to-1 digital voter ad-targeting offers a 100% delivery rate, something the US Postal Service cannot guarantee. In fact, once received, 27% of US households indicate that they discard direct mail without looking at it (source: USPS Household Diary FY17). Digital ads aren't depended upon device, either. Instead of one piece of paper in one mailbox, voters can be reached through Internet TV, PC, phone, and tablet.

### #5 SPEED TO MARKET

An ad can be created and published online within an hour. Direct mail must be designed, ordered, printed, and mailed at the right time to reach its intended audience. This saves time, money, and energy while giving you the power to get your custom message in front of your voters as soon as possible.

## DIGITAL + YOU

Ready to take the next step? Campaign Ad-Cloud is a voter ad-targeting platform that will revolutionize your approach. Visit [campaignadcloud.com](http://campaignadcloud.com) to learn more and schedule a demo today.

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#6

## BRAND MONITORING

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#7

## NIMBLE

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#8

## NO DEPENDENCE ON MAILING ADDRESS

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#9

## ENVIRONMENTALLY FRIENDLY

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#10

## SOCIAL ENGAGEMENT

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#11

## HYPER TARGETING SEGMENTATION

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#12

## DYNAMIC CONTENT

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#13

## AVOIDS INEVITABLE PAPER CUTS

They say it is the worst kind of pain.

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