

We can help you be a voter.

Need to register? Vote absentee? Vote early? Vote Nov. 3? Whatever works for you, we can help you find the answer and Be a Voter.

[Let's get started](#)

Questions or need help? [Call or text 608-285-2141.](tel:608-285-2141)

[Return Home.](#)



ABWI c3 Be a Voter Digital Campaign Summary



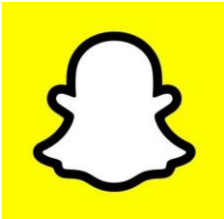
ABWI C3 BE A VOTER PAID DIGITAL CAMPAIGN

DIGITAL CAMPAIGN PERFORMANCE SUMMARY

State of Digital: Digital Advertising Ecosystem

Social Media

Demographic, Interests, and voter file/CRM targeting



Search

Keyword targeting



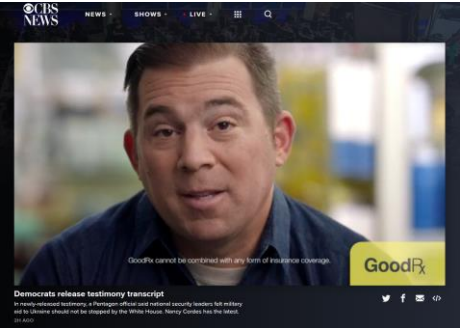
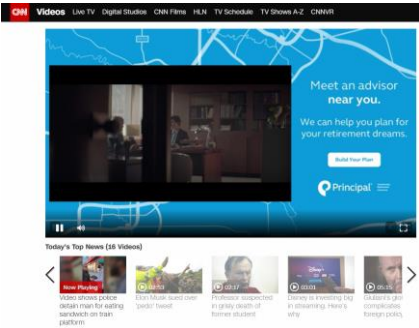
YouTube

Demographic and channel interests targeting



Open Web

Demographics, contextual, voter file, and modeled data targeting through LiveRamp



Connected TV

Demographics, contextual, and some modeled targeting through LiveRamp



Streaming Radio

Demographics, contextual, and some targeting through LiveRamp



OOT Digital Billboards

Geo-location targeting

ABWI c3 Be a Voter Paid Digital Campaign Summary


Platform	Impressions	Clicks	CTR	Video Completions	Video Completion Rate	Budget Spent
Facebook	25,836,404	56,509	0.22%	1,083,468	39%	\$ 497,425
YouTube	14,094,091	13,544	0.10%	6,219,762	44%	\$ 288,775
Search	759,301	30,372	4.00%			\$ 93,328
Online Video	25,218,726	30,991	0.12%	19,392,602	77%	\$ 504,375
Connected TV	10,615,872	5,165	0.05%	10,182,111	96%	\$ 424,635
Statics	13,140,767	13,560	0.10%			\$ 66,466
Total	89,665,161	150,141	0.17%	36,877,943		\$ 1,875,003

Best Performing Creative - Facebook


Below are the best performing ads on Facebook as evaluated by people watching the video content.



Kristen

Video Completion Rate: 61%

A Better Wisconsin Together Institute
Sponsored · Paid for by A Better Wisconsin Together · 

Did you do it? Make sure you have a plan to vote in this upcoming election!

 About this ad

locations at beavoterwi.org  DID YOU DO IT? 

BEAVOTERWI.ORG
BeAVoterWi: Vote Easy, Wisconsin [LEARN MORE](#)

Nitti

Video Completion Rate: 56%

A Better Wisconsin Together Institute
Sponsored · Paid for by A Better Wisconsin Together · 

Did you do it? Make sure you have a plan to vote in this upcoming election!


 About this ad

Alright, I did it. Did you do it? You can still do it. You 


BEAVOTERWI.ORG
BeAVoterWi: Vote Easy, Wisconsin [LEARN MORE](#)

Rissa

Video Completion Rate: 54%

A Better Wisconsin Together Institute
Sponsored · Paid for by A Better Wisconsin Together · 

Did you do it? Make sure you have a plan to vote in this upcoming election!


 About this ad

you do it? Did you do it Wisconsin? I'm doing it because voting allows


BEAVOTERWI.ORG
BeAVoterWi: Vote Easy, Wisconsin [LEARN MORE](#)

Shannon Ad 2

Video Completion Rate: 46%

A Better Wisconsin Together Institute
Sponsored · Paid for by A Better Wisconsin Together · 

Did you do it? Make sure you have a plan to vote in this upcoming election!

 About this ad

He looks good. He looks like he has muscles. Looks like your type.

BEAVOTERWI.ORG
BeAVoterWi: Vote Easy, Wisconsin [LEARN MORE](#)

Best Performing Creative - YouTube

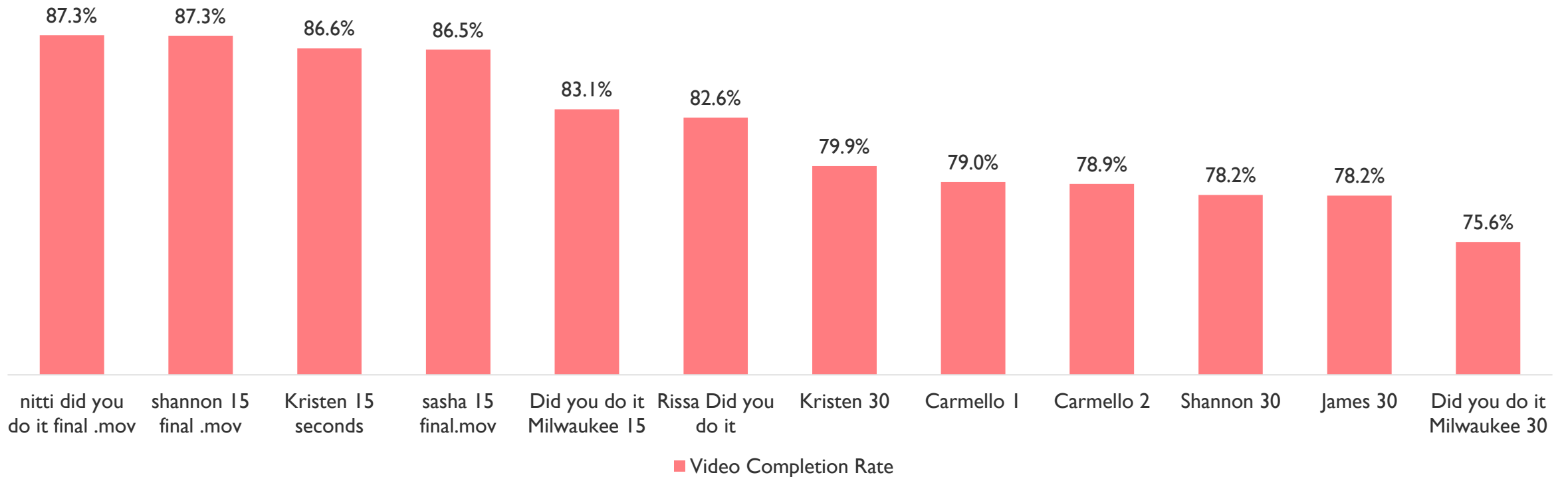
Below are best performing ads on YouTube as evaluated by people watching the video content to completion. The top performing ads included: Kristen, Did you Do it Milwaukee, Rissa, Shannon Ad 2, and Nitti.

Ad	Impressions	Video Completions	Video Completion Rate
Kristen 15	2,060,257	1,826,786	89%
Did you do it 15 seconds Milwaukee	1,865,676	1,651,869	89%
Did you do it 15 Rest of State	1,339,103	1,191,296	89%
Shannon Ad 2 15 seconds	15,549	13,368	86%
Nitti 15	640,201	276,828	43%
Shannon Ad 2 15 secs	1,432,651	519,649	36%
Sasha 15	328,816	66,043	20.09%
Sasha	16,496	3,086	18.71%
Carmelo Ad 2	513,391	58,973	11.49%
Kristen 30	2,315,630	255,044	11.01%
Spanish 30 Milwaukee	726,903	74,292	10.22%
Maybe Shannon	1,463,712	147,620	10.09%
Carmelo Ad 1	496,354	49,873	10.05%
Carmelo Ad 2	18,650	1,870	10.03%
James	860,702	83,165	9.66%

Best Performing Creative – Online Video and Connected TV

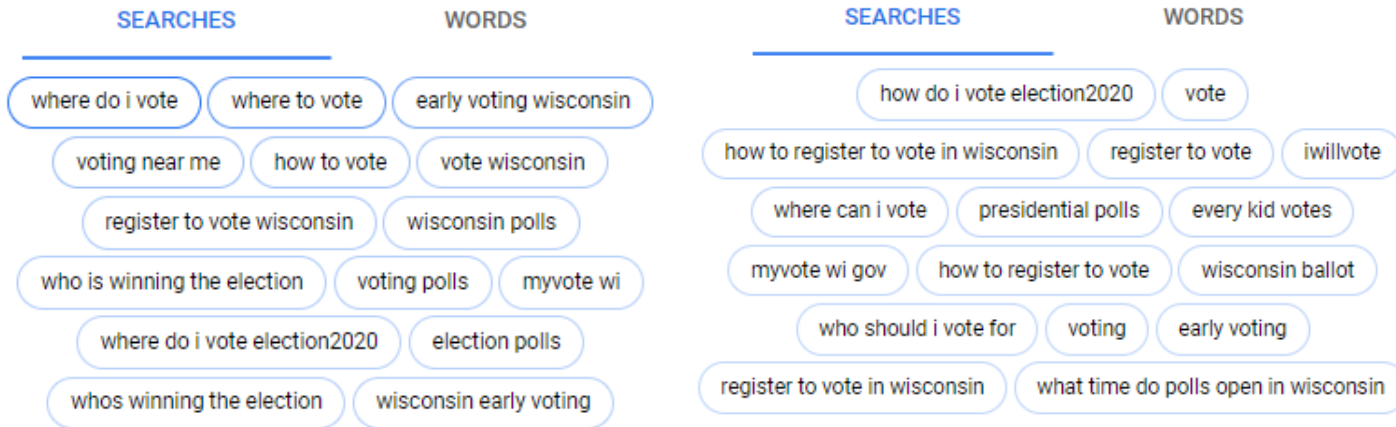
The best performing ads included Nitti, Shannon, Kristen, Sasha, and Did you Do it Milwaukee specific ads. All ads performed above industry benchmarks, generating video completion rates of 70% or greater on online video and 90% or greater on Connected TV.

Video Completion Rate

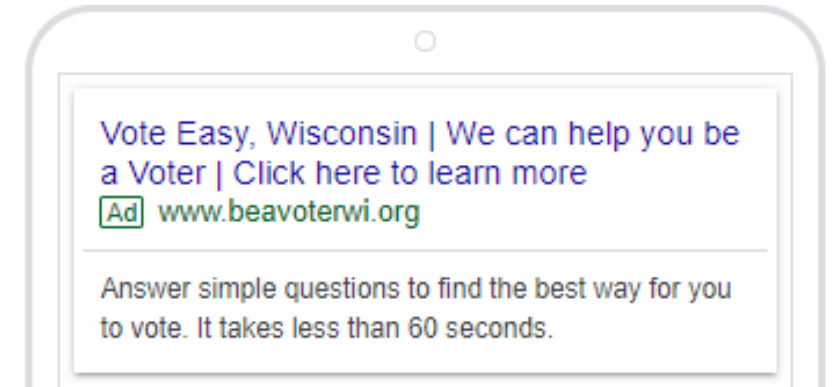


Google Search Campaign Insights

Search Terms where our ad was displayed



Search Ad Screenshot



When looking at Google Auction insights – Be a Voter WI ranked 2nd in impression share following the Trump campaign. Our top of page rate was 92.17% where our search results were shown at the top of the search results page, and our absolute top of page rate ended at 49.26% - where our search ad was the first ranked paid ad to show up on search results page.

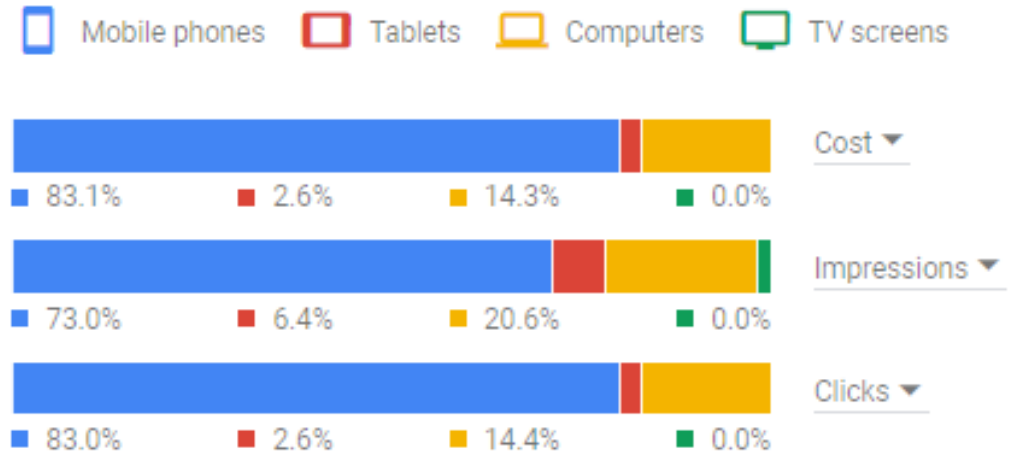
Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate
donaldjtrump.com	13.34%	28.18%	82.07%	84.88%	70.35%
You	11.45%	–	–	92.17%	49.26%
iwillvote.com	< 10%	18.17%	38.44%	92.18%	54.61%

Google Search Campaign Insights

Best Performing Search Terms

am i registered to vote	vote online
be a voter	where do i vote
voter list	voting polls
voter id	presidential election polls
election card	voting results
register to vote	where to vote
register to vote online	where can i vote
vote	
where do i go to vote	
voting locations	

Breakdown by Device



Breakdown by Time of Day

