



Reaching new voters in a small electorate

Discover how we did it

Reaching voters at the right frequency poses a significant challenge, and can leave some voters seeing an ad hundreds of times, yet others never exposed to the ad at all.

During the last New Hampshire presidential primary, with just one week remaining until Election Day, a Super PAC sought assistance from MiQ to optimize frequency, expand reach, and exclusively target their custom file of likely primary voter households.

By leveraging our TV data footprint, the largest and most diverse in the industry, MiQ drove impactful and quantifiable results.



The primary market, the Boston DMA, was maxed out on linear. Moreover, the ad viewer frequency was excessively high, with some individuals seeing related ads up to 110 times over the final 18 days of the election period.

Time is of the essence late in a political race. Despite the campaign's entry at 2:00 PM on a Friday afternoon, our political team was able to launch the optimized media strategy by 6:00 PM that same day.

CHALLENGES



US CASE STUDY



- ▶ Maintain control over media frequency
- ▶ Expand media reach
- ▶ Target underexposed households

GOALS



US CASE STUDY



MiQ devised a strategy tailored to the specific target audiences, focusing on unique household reach and delivery metrics. The bulk of the budget was allocated towards households with low ad exposure. This segment received an average of 9.5 ads, effectively leveling the frequency curve and ensuring increased exposure to the client's ads during the final week of the campaign.

For the unexposed audience, MiQ identified nearly 6,000 households that had not been reached by Connected TV (CTV) or Linear ads. These households were then targeted, reaching them an average of 15 times throughout the week to compensate for the lack of prior exposure.

SOLUTIONS



US CASE STUDY

MiQ

MiQ's innovative targeting strategies, industry-leading TV data, and rapid deployment capabilities proved instrumental in maximizing the effectiveness of the political client's campaign efforts during the critical final stages of the GOP Presidential Primary race.

6K

Incremental households reached that had not been exposed to any TV advertising, at a cost of \$0.59 per household

28K

Increased frequency among 28K voters who had previously experienced low-frequency TV spots, at a cost of \$0.37 per household

10%

With only 318K voters participating in the NH primary, MiQ's activity effectively reached approximately 10% of the electorate.

RESULTS



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