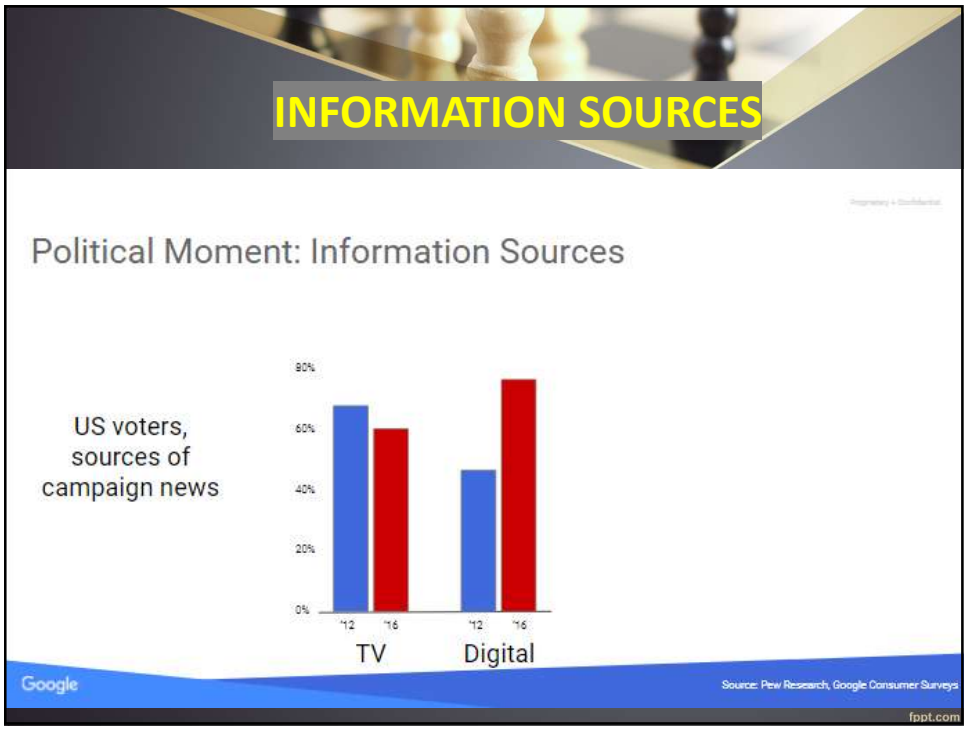
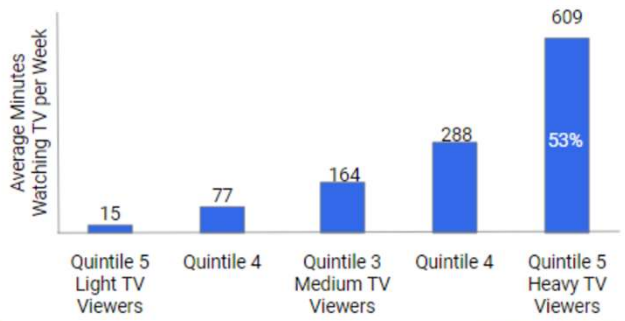
Digital Campaigning
Will Robinson
fppt.com


INFORMATION SOURCES
Political Moment: Information Sources
US voters, sources of campaign news
80%
60%
40%
20%
0%
'12
'16
'12
'16
TV
Digital
Google
Source: Pew Research, Google Consumer Surveys
fppt.com

TV VIEWERSHIP

Digital Moment:
TV Viewership Isn't Linear



The top 20% of TV viewers watches **53%** of all TV impressions.

60% of TV viewers watch < 3 hours of TV per week

Google

Source: Nielsen Total Audience Report Q3 2015; Media Research Institute Spring 2015

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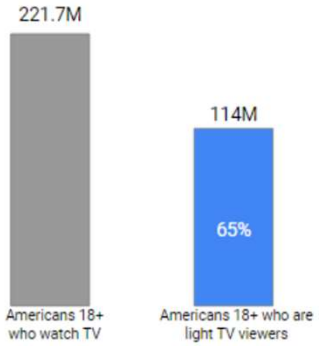
65% LIGHT TV VIEWERS

Digital Moment:
65% of TV Viewers are Light TV Viewers



It is much more difficult and expensive to reach light TV viewers through traditional channels.

Google

Source: Nielsen Total Audience Report, Q3 2015

4 in 10 Voters

4 in 10

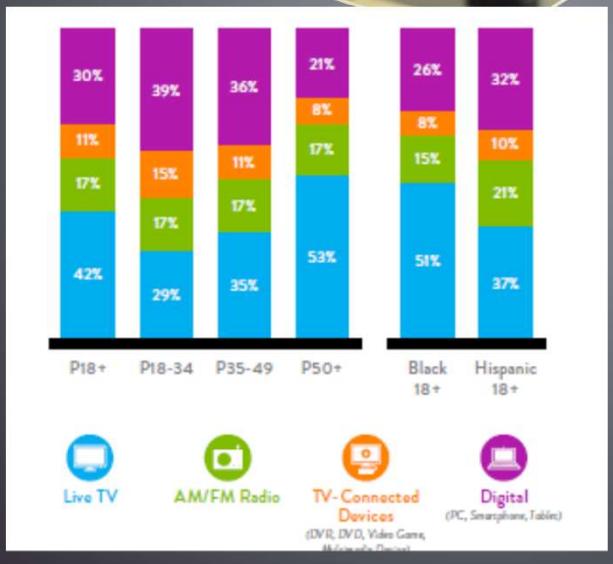
voters have not watched live TV in a given week

Google

Likely Persuadable Voters Survey | October 2016

fppt.com

People 18-34 and People 35-49 have about the same share of media usage going to digital.



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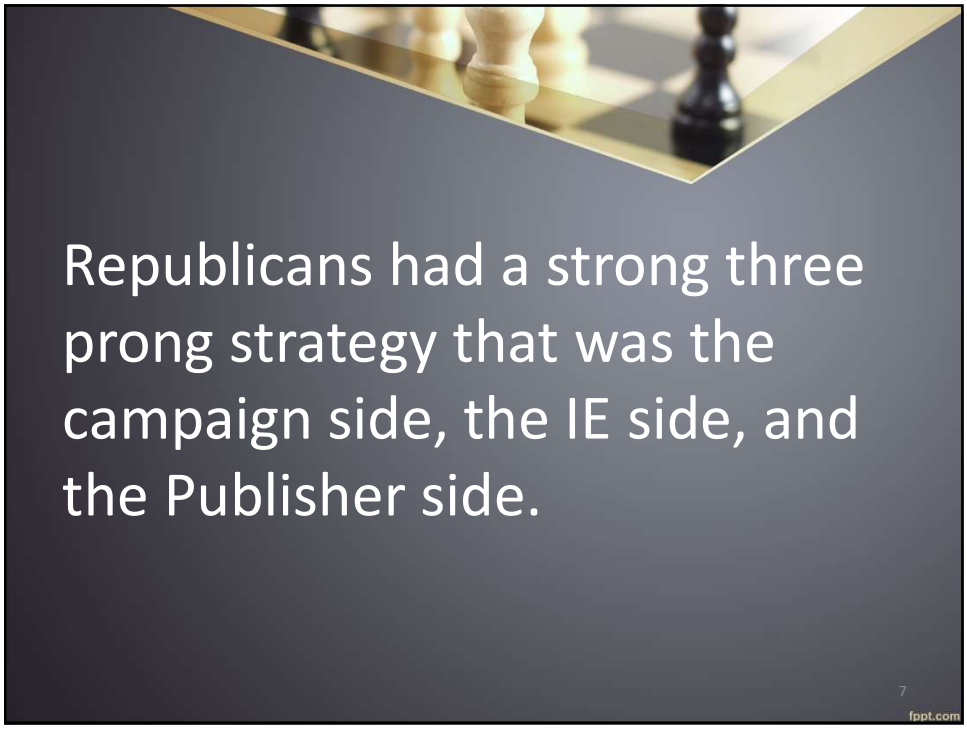
Republicans had a strong three prong strategy that was the campaign side, the IE side, and the Publisher side.
7
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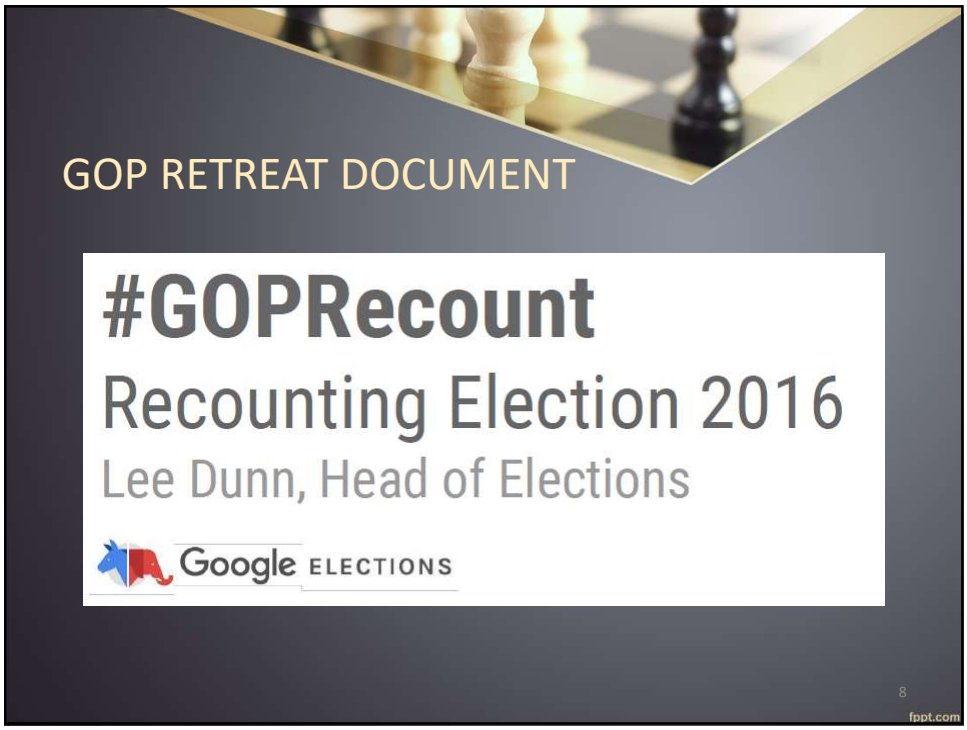
GOP RETREAT DOCUMENT
#GOPRecount
Recounting Election 2016
Lee Dunn, Head of Elections
Google ELECTIONS
8
fppt.com

Lesson One: Go Big
Senate Candidate Spending with Google
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Portman Campaign
Avg GOP Senate Campaign
Avg Dem Senate Campaign
9
fppt.com

Go Bigger
3:1
GOP Campaigns
4:1
GOP SuperPACs
20:1
April - July
10
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More Digital Early and Late

11

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Trump Digital

On any given day, Coby says, the Trump Campaign was running 40,000 to 50,000 variants of its ads, testing how they performed in different formats, with subtitles and without, and static versus video, among other small differences. On the day of the third presidential debate in October, the team ran 175,000 variations. Coby calls this approach "A/B testing on steroids." The more variations the team was able to produce, Coby says, the higher the likelihood that its ads would actually be served to Facebook users.

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Trump For President 2016

- They claimed to have "three major voter suppression operations under way" at the end of the campaign aimed at idealistic white liberals, young women, and African Americans.It's impossible to measure how effective this was since most of the efforts were via Facebook "dark posts" — nonpublic paid posts shown only to the Facebook users that Trump chose.
- And finally, the other thing to keep in mind for 2018 is Trump's not-so-secret database, which is called Project Alamo and supposed contains information on 220 million people in the United States, and approximately 4,000 to 5,000 individual data points about the online and offline life of each person.

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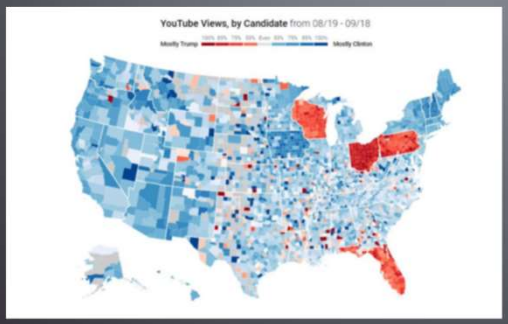
Focused GOP Digital Targeting

The Trump campaign and Republican Party spent heavily in Michigan, Wisconsin, Pennsylvania and Florida. About $5 million in get-out-the-vote digital advertising targeted in the final few days. AP 12/09/16



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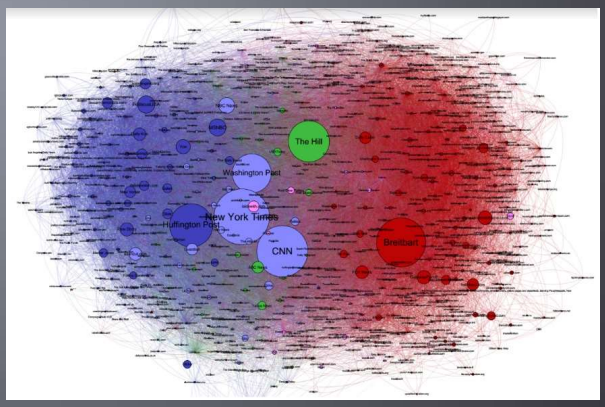
Breitbart developed a distinct and insulated media system



Media sources shared on Twitter during the election (nodes sized in proportion to Twitter shares). #1 source trump retweeters Media Cloud, Harvard's Berkman Klein Center for Internet & Society and MIT's Center for Civic Media.

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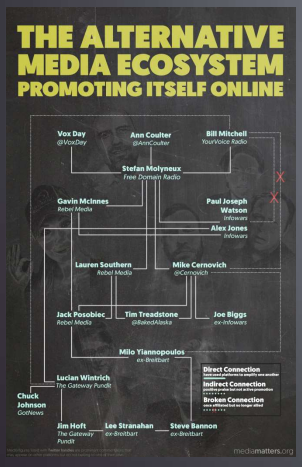
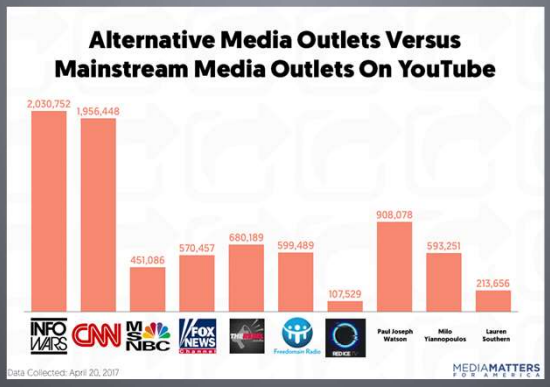
Fake News Continues





16

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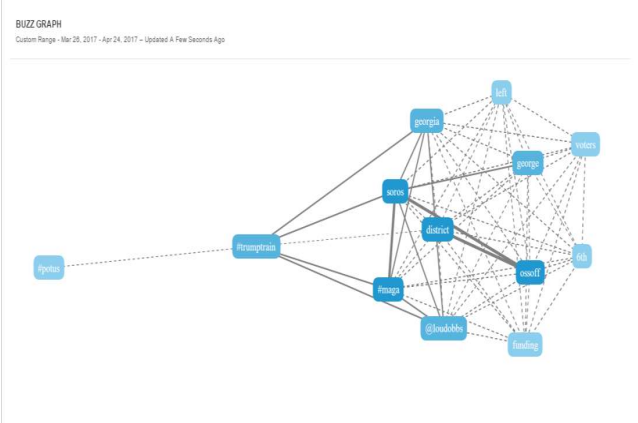
Tying Ossoff to Human Smuggling

- Right-wing news site GotNews.com publishes story about Ossoff's film company paying human smugglers in Europe
  - 100 tweets by 92 people share story reaching 317,779 people
  - Shared on Reddit in AskThe_Donald sub-reddit (31 comments)
- RebelTV's Washington correspondent shares story and another tweeter asserts Soros connection.

Twitter responds to blogs, generating 8,023 tweets



- #Trumptrain picks it up
- @LouDobbs is a key source
  - Says Soros, not GA-6 voters, funding Ossoff
  - 2.8K RTs, 4.1K Likes, 306 replies
  - 3,178 tweets mentioning Ossoff, Dobbs & Soros

What are people saying about Ossoff's connections to Soros, Pelosi & Al Jazeera?

- When talking about connections between Ossoff and Pelosi/Soros/Al Jazeera, people say Ossoff
  - Is a puppet (14.6%)
  - Is funded by Soros (8.20)
  - Supports open borders (7.6%)
  - Is in their pocket (6.1%)
  - Doesn't live in the district (6.0%)
  - Sold his soul to the devil (6.2%, 911 tweets)
- Key hashtags
  - #MAGA (24.1%)
  - #TrumpTrain (13.6%)
  - #FlipThe6th (13.3%)
- Key Influencers
  - @LouDobbs
  - @RightWingAngel
  - @GeorgiaDirtRoad

LRP LAKE RESEARCH PARTNERS
Strategy Precision Impact

Russian Attacks

The digital era has afforded the Kremlin and other state and non-state actors new tools in such efforts, from phishing attacks against campaign staffers to fake news distributed through social media. These attacks continue…

Trump had a significantly higher number of bot supporters, with Georgia leading all states in total amount of bot-generated political tweets. New York, Mississippi and Florida also showed above average political bot activity.
USC Viterbi School of Engineering's Information Sciences Institute.

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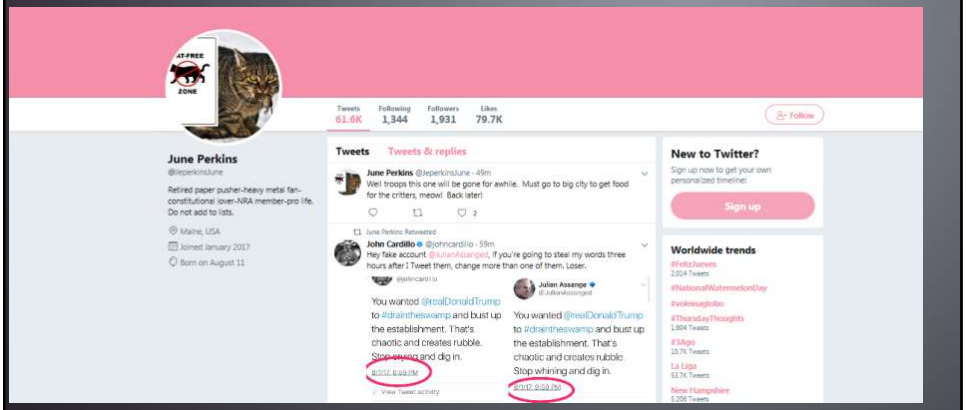
Meet “June Perkins”



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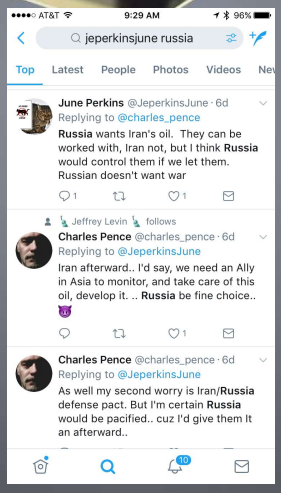
Bot Content



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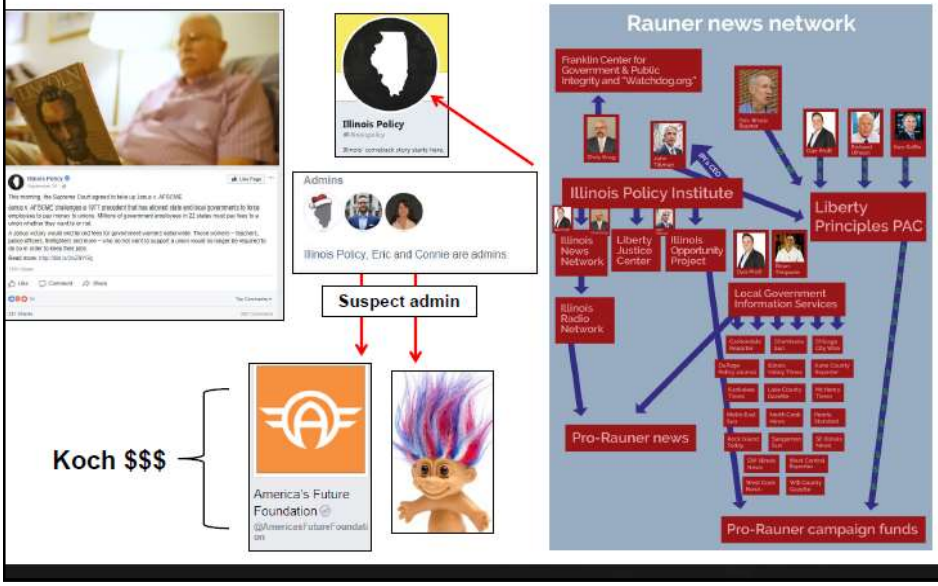
GREENBERG QUINLAN ROSNER RESEARCH

Illinois has a *very active* conservative network tied to national networks

GREENBERG QUINLAN ROSNER RESEARCH

Illinois Policy easily shares content through strong local network

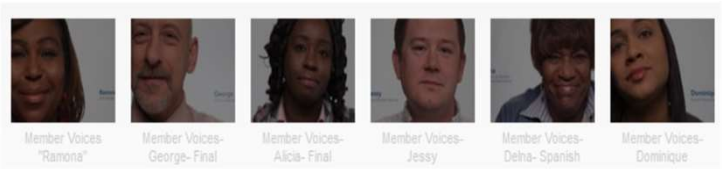


GREENBERG QUINLAN ROSNER RESEARCH

Koch-funded FreedomWorks facilitating bot attacks on labor in PA

12/5/17: @PA_Spotlight reports @Liberty4pa and @FreedomWorks are using bots to push anti-union material in Pennsylvania

Both Koch-funded groups



- 50.47% match rate on FB : 64,500 of 127,797 total list size. 80% matched at least once through the DS Political cookie pool.
- Served 17 videos and 7 static ads on Facebook. 7 statics and 13 videos ads served on DSP – over a month
- 1,249,639 impressions, 196,158 video views on Facebook 1,996,831 views on DS political
- 38 cents a completed video view (DSP) 22 cents (FB)
- 74.47% completion rate across all universes
- 4573 "Points" of TV

nea NATIONAL EDUCATION ASSOCIATION | TheNewMediaFirm Progressive · Strategic · Creative | dspolitical | NALYST INSTITUTE

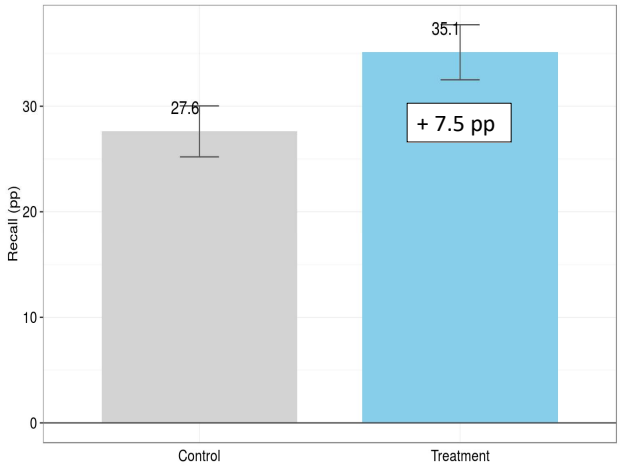
Program and Context

- **Program:** Pre-roll video. Half treatment, half pure control. Matched treatment group to DSP's cookie pool, which is made up of 5 match partners (80% matched at least once).
- Ads ran: 3/29-4/26
- **Context:** Contested presidential primary; noisy environment.
- Clinton on national scene since 1992
- Still some room for persuasion
  - Initial vote choice: 51% Clinton, 11% Undecided
  - Initial Clinton Fav: 71% Fav, 2% Unsure

nea NATIONAL EDUCATION ASSOCIATION | TheNewMediaFirm Progressive · Strategic · Creative | dspolitical | NALYST INSTITUTE

Voters in the Treatment Group Had a High Recall Rate for Receiving the Digital Program

"In the past month, have you seen any videos on a computer, smart phone, or other mobile device talking about Hillary Clinton's record on education?"



Highest digital recall effect we've ever seen!

p = 0.001
n = 2,459

28

NALYST INSTITUTE

Pre Roll Ads

Pre-roll tends to be more expensive, but when you want to make sure people are actually seeing your whole ad (i.e. for persuasion/education), it's the way to go: you'll likely see completion rates of between 55-70%, vs. 2-5% VCR on Facebook. Even when FB videos are shorter, you're probably still rarely going to see VCRs of higher than about 20% or so.

29

Social Media Ads

What social video has going for it is the social validation component that comes from people engaging with your ads (i.e., when someone likes/comments/shares, it also shows up in their friends' feeds.

The average Facebook view is 6 seconds, but you've got the opposite dynamic with FB static vs web static ads – they are engaged with more on FB.

30

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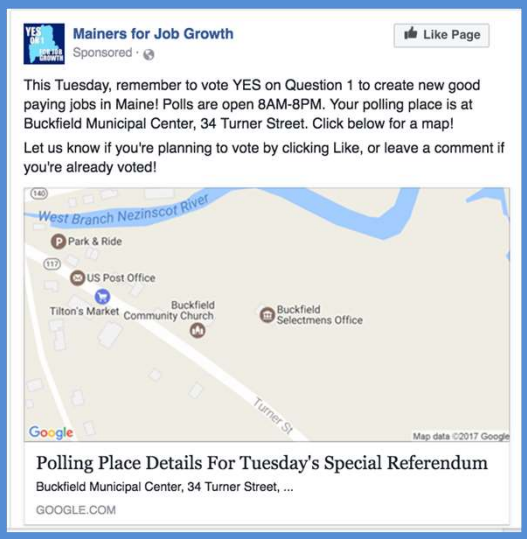
6 Second Ad

31

GOTV AD



Evaluating Digital

Social Media Metrics

Ad Name	Impressions	Reach	Frequency	Link Clicks	CTR (Click-Through Rate)	Video Fully Played	VCR
Intro (:30)	107,698	13,134	8.20	269	0.25%	5,821	5.42%
Schools (:15)	114,001	10,878	10.48	570	0.50%	24,840	21.79%
Total	221,699	13,878	15.97	839	0.38%	30,661	6.55%

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Creative Performance

Tim delivers the highest % of likes, driven by his credible persona and strong language

	Angry	Haha	Love	Sad	Wow	Like
Timothy	0.7%	1.4%	4.4%	1%	1.2%	91.3%
Mary	3.4%	1.2%	3.4%	0.7%	0.1%	91%
Lynnea	1.2%	1.2%	6%	3.6%	1.2%	87%
Jane	5%	0.7%	3.6%	3.6%	0.7%	86%
Kathleen	11.8%	1.2%	4.1%	3%	0.6%	79%

New York

Source: Facebook Ads Manager, from October 5th - November 2nd 2017

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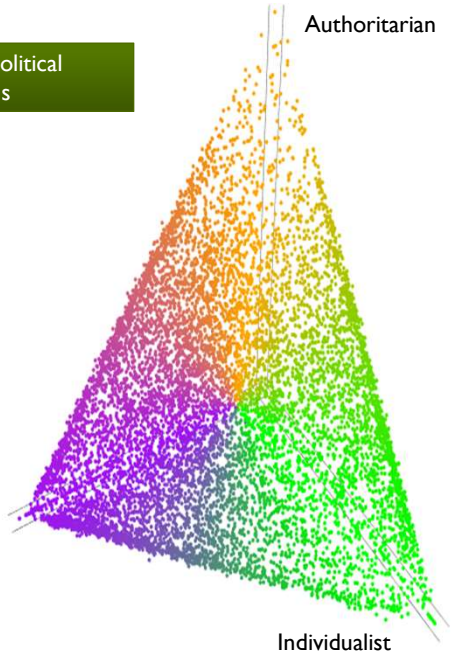
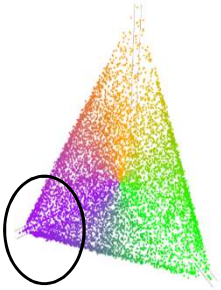
A spectrum of political orientations



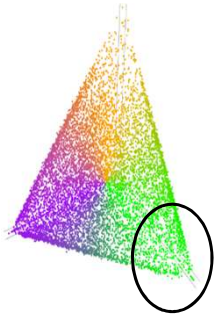
35

The COLLECTIVIST Perspective



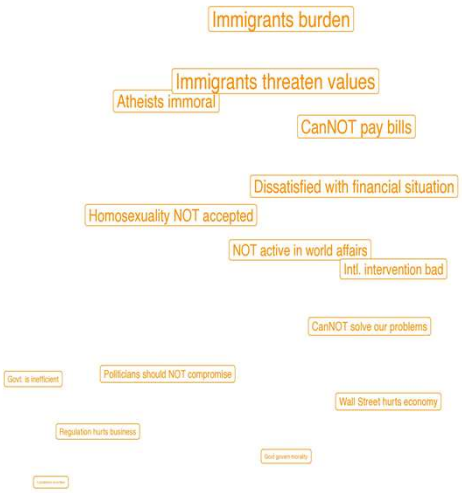
COLLECTIVIST
Social justice
Economic equality
Regulation

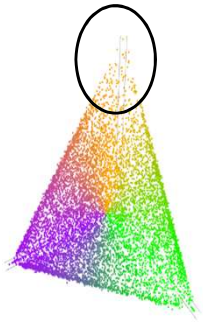
The INDIVIDUALIST Perspective



INDIVIDUALIST
Free industry
Individual effort
Minimal regulation

The AUTHORITARIAN Perspective





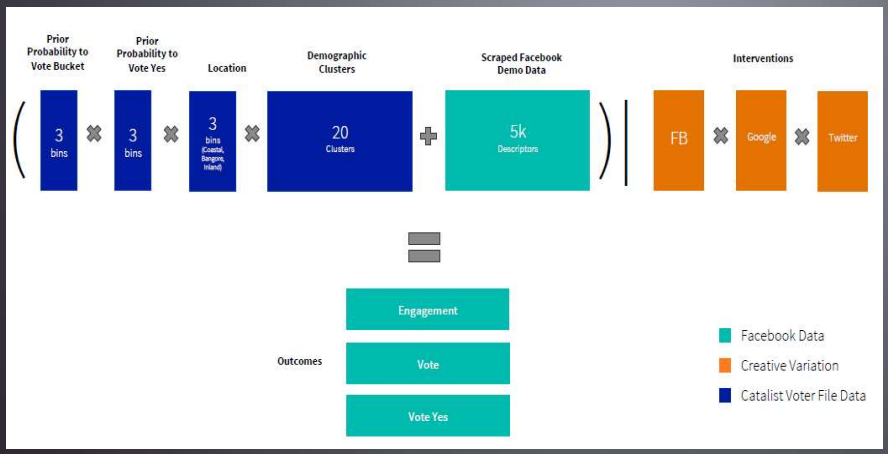
SOCIAL ORDER /
AUTHORITARIAN
Group identity
Social hierarchy
Isolationism

A note on authoritarianism

Related to **Social Order/Dominance Orientation**, a worldview that emphasizes protecting existing social hierarchies.

- Believing in God is important
- Hierarchy is fundamental
  - "It is necessary to believe in God in order to be moral and have good values"
- Defined by in-groups and out-groups
- Moral Order / Justice

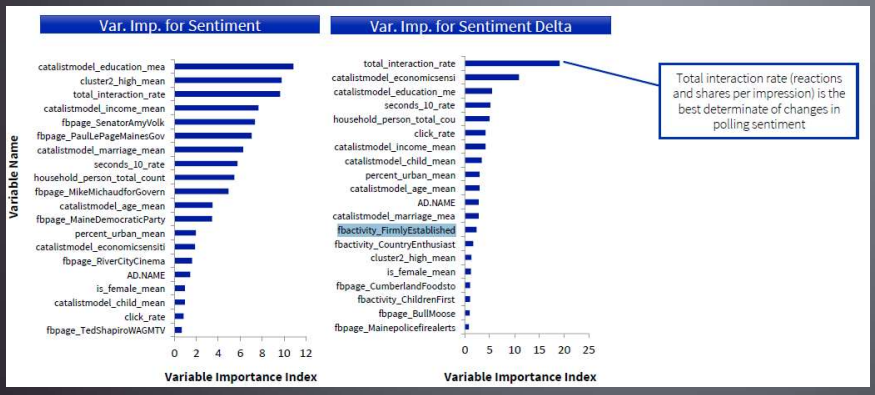
Creation of Clusters



Clusters

Cluster Number	Description	Economic Sensitivity	Average Age	Likelyhood of Child at Home	Likelyhood of Higher Educ.	Average Income	Average People in House Hold	Percent Female	Likelyhood of Married	Percent Urban	Psychog. High	Counts
1	High psychometric, High economically sensitive males with low education	69.5	39.6	29.4	24.1	37,761.40	2.5	0.0	37.1	0.0	1.0	59,496
2	Highly educated, urban mostly males with mid level income and economic sensativity	57.9	36.9	25.6	53.5	48,171.72	2.7	0.1	30.8	0.9	0.1	48,436
3	High economic sensativity, mostly single females, low on psychometric scale, primarily rural	67.2	37.1	35.0	29.6	40,214.92	2.5	1.0	35.8	0.0	0.0	62,174
4	High economic sensativity, mostly single females, high on psychometric scale, primarily rural	71.1	40.4	41.7	24.9	35,657.45	2.6	1.0	38.7	0.0	1.0	50,789
5	Older , low economic sensativity married couples in urban areas with	19.1	68.1	5.9	26.7	54,330.48	2.9	0.5	82.8	1.0	0.6	48,294
6	Older , low economic sensativity married males in rural areas	22.1	66.8	6.6	26.0	58,982.44	2.8	0.0	85.9	0.0	1.0	63,967
7	Older , low economic sensativity married couples in rural areas low psychometrics	23.2	64.8	7.2	32.6	66,610.45	2.9	0.5	86.3	0.0	0.0	65,372
8	Medium-high economic sensativity, middle age with high number of people in house hold	62.1	39.9	29.2	31.5	38,030.95	7.6	0.5	31.2	0.6	0.3	32,793
9	Older (71) with low economic sensativity, no children, females with low income in urban areas	14.3	71.5	3.8	34.9	35,136.09	2.0	0.7	21.7	1.0	0.0	42,568
10	Young, medium economic sensativity malesensativity , low psychometric	67.5	32.8	25.1	23.1	37,428.62	2.6	0.0	27.4	0.4	0.0	64,187
11	High economic sensativity, middle age urbanites with low income	70.7	40.1	34.4	24.2	31,733.15	2.6	0.5	29.0	1.0	1.0	53,097
12	Old, low economic sensitivity, no children at home, feamlies. Not married or no longer married	13.0	75.6	3.6	21.1	28,821.27	1.9	1.0	20.6	0.3	1.0	56,165
13	Middle aged, well educated, high earning married couples with children. Primarily urban	52.7	43.7	64.3	64.2	98,964.45	2.8	0.6	85.7	0.8	0.1	37,279
14	Younger high economic sensativity women in urban areas with low phsyometric scores	67.0	35.1	35.4	34.7	35,987.99	2.6	1.0	26.8	1.0	0.0	60,126
15	Very low economic sensativity high earners, skew older. Highly educated, mostly married in urban areas	18.6	63.0	8.5	59.5	90,394.13	3.2	0.5	84.3	0.8	0.1	43,672
16	Old, male, low earneers with little education but low economic sensativity with few people living in the same home	15.3	72.7	3.7	22.4	33,161.98	1.8	0.0	31.6	0.3	1.0	42,749
17	Older married females, primarily rural, middle earners	25.6	65.3	7.4	24.7	54,084.00	2.8	1.0	84.4	0.0	1.0	57,183
18	Middle aged medium economic sensativity with children, married living in mostly rural areas, high on psychometric scale	66.9	43.8	66.3	34.8	69,570.43	2.8	0.4	86.5	0.1	1.0	57,046
19	Older low earners with low economic sensativity, primarily female, rural and unmarried or currently not married	16.1	70.0	4.3	28.5	38,025.70	1.9	0.7	31.3	0.0	0.0	39,721
20	Middle aged medium economic sensativity with children, married living in mostly rural areas, low on psychometric scale	65.7	42.4	63.7	42.2	74,333.76	2.8	0.5	82.4	0.1	0.0	54,535

Drivers of Sentiment and Change (Delta)



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Targeting Tool

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