

# DIGITAL ADVERTISING: HOW IT WORKS



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## What is digital advertising?

We like to think of digital advertising as "direct mail for digital." Just like a targeted printed mailing, digital ads target specific households but provide you with clear and measurable results. Our digital advertising is location-based, targeting all devices in specific households based on location without guessing or waste. This strategy is eleven times more accurate than cookie-based targeting and doesn't spend any of your advertising budget on targeting non-human internet traffic, such as bots.

## Why should elected officials use digital advertising?

Digital advertising is a great way to promote upcoming events, announce new legislative priorities, advertise constituent services, or update your constituents who may not be on your other communication channels. Digital display ads are also an efficient way to build your office's brand among disenfranchised constituents by targeting specific geographic regions. Elected officials can use voter data to precisely target households in their district.

## How Our Process Works

