



ADDER MOBILE TECHNOLOGIES
SPATIAL ANALYTICS DIVISION

ADDER.IO/ANALYTICS

ELECTION CASE STUDY #1: KY 11th State House District

Political Campaign Case Study (Exploratory)
2018 General Election (Midterm)
Kentucky House of Representatives, 11th District

ADDER MOBILE TECHNOLOGIES, INC // SPATIAL ANALYTICS DIVISION CASE STUDY // POLITICAL CAMPAIGN EFFICACY

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THE ADDER METHODOLOGY

This exploratory case study examines two election campaigns that utilized Adder's car wrap advertising and out of home analytics capabilities.

Both featured campaigns are the second instance of the individual candidate running for their respective office, which helps establish a differential between elections that did and did not utilize Adder services to build campaign presence in a community.

The goal of this analysis is to provide insight into how region-targeted out of home/vehicle based advertising can be correlated to significant changes in voter counts. It should be noted that we feel more data is needed to claim that "Adder is the sole reason for the gains seen in the 2018 elections." We'll get there!

State election data will be used as the "conversions" statistic, as is thoroughly verified, providing additional verification and validation of our findings.

Route and impressions data from Adder ads will be used and compared to voter turnout across two counties. Over 80% of our impressions came from Daviess county, where Buckmaster set his priority geofences on the Adder platform. Henderson county was the secondary geofence.



IN 2018, BUCKMASTER SECURED

19.89% more votes in Daviess County

ADDER IMPRESSIONS IN DAVIESS COUNTY: 267k (83.6%)
VOTER LIFT IN DAVIESS COUNTY: 19.89%

ADDER IMPRESSIONS IN HENDERSON COUNTY: 52k (16.3%)
VOTER LIFT IN HENDERSON COUNTY: 5.87%





MAKE A BIG IMPRESSION

Kentucky 11th Congressional District

Candidates:

James Buckmaster (R)
Rob Weiderstein (D)

Regions:

Henderson & Daviess County

Voter Turnout:

14,864

% change in total votes (Buckmaster)

+19.79%

% change in votes (Buckmaster - Daviess County)

+119.64%

Buck 4 Ky - Campaign Summary

The Buckmaster for Congress vehicle advertising campaign focused efforts toward building voter awareness for James Buckmaster, the Republican Candidate in the KY 11th Congressional District in 2018.

Two gig-economy vehicle advertisements were deployed three months prior to the election, with geo-targeting applied to only pay for traffic in the areas that needed the most exposure.

Of the two counties measured, Buckmaster's campaign staff chose to allocate 80% of their budget to the area they were polling poorly: Daviess County, Kentucky.

For Buckmaster's campaign, the greatest voter gains were in Daviess County.

2014 ELECTION RESULTS:

Total Votes: 4,471
Buckmaster (R): 38.6%
Henderson: 1576 (38.5%)
Daviess: 149 (39.2%)
Watkins (D): 61.4%
Henderson: 2515 (61.5%)
Daviess: 231 (60.7%)

2018 ELECTION RESULTS:

Total Votes: 14,864
Buckmaster (R): 46.22% (+7.62%)
Henderson: 5,782 (44.4%) + 5.87%
Daviess: 1,088 (59.1%) + 19.89%
Wiederstein (D): 53.7%
Henderson: 7,241 (55.6%)
Daviess: 753 (40.9%)

2018 ADVERTISING METRICS:

Henderson:

Mileage - 347 (16.3%)
Impressions - 52,015 (16.2%)
CPM - \$7.69
Location Conversions: 5782 (+10.35%)

Daviess:

Mileage - 1,774 (83.6%)
Impressions - 267,415 (83.8%)
CPM - \$6.80
Location Conversions: 1088 (+119.64%)