

# Data-Driven Local TV Increases Reach to Target Voters

The Joe Biden for President 2020 Media Strategy

**“No desired audience was missed.”**

Motivating voter turn-out and securing swing votes were fundamental campaign objectives for the 2020 US Presidential bid of Joe Biden. With these two objectives in mind, the Joe Biden for President 2020 The campaign media team needed broad reach. Traditionally, if a political campaign was looking to obtain broad reach, they would simply heavy-up on news and top viewership networks.

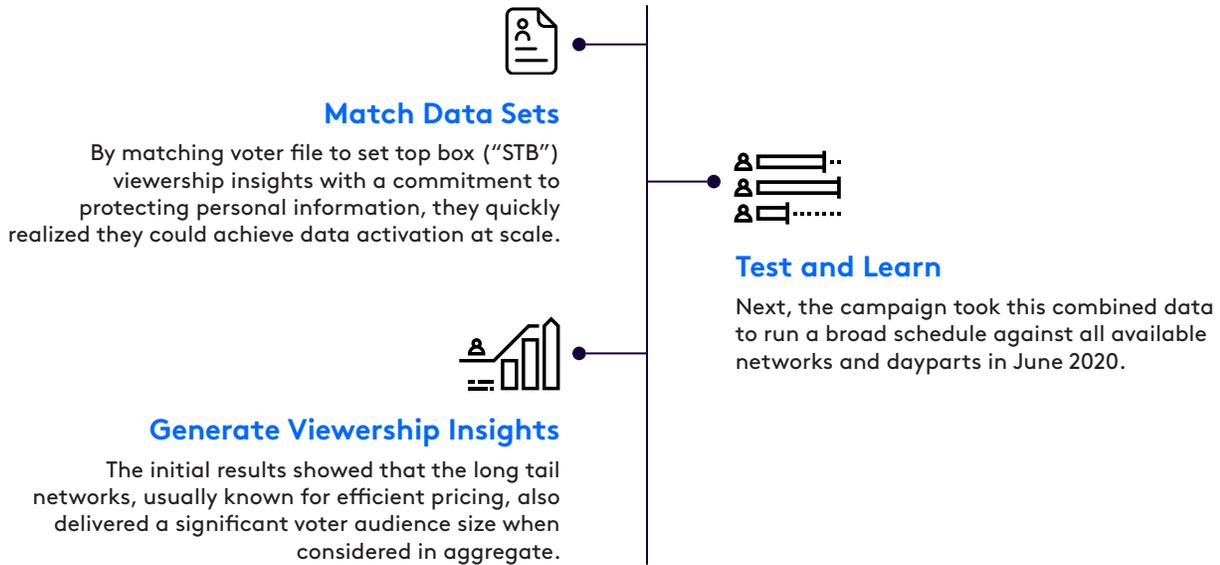
Looking for a new media strategy to reach the desirable swing-state voter, the campaign partnered with Ampersand to embrace data and an audience first approach to identify innovative media tactics that would drive incremental reach and optimize investments.

#### **The Outcome:**

A local TV strategy that allowed the campaign to effectively reach millions of needed voters on Joe Biden’s way to becoming the 46th President of the United States.

# Finding Key Voters

To start, the campaign wanted to understand viewership behaviors of target swing voters from their proprietary data resources. This would ultimately inform their local TV investments.



Chris Huttman, head media buyer and strategist at Media Buying and Analytics for the Joe Biden for President campaign, reflected on these insights: “Incorporating these additional networks with a range of CPMs allowed our spots to show in places other candidates weren’t spending, while hitting the audiences we needed. **This validated we could buy 10x the impressions for the same investment levels.**”

## Reach More. Spend Less.

The outcome of the campaign’s local TV strategy was clear: With an audience-informed strategy, buying broader and deeper networks through local cable maximized reach and achieved unprecedented cost efficiencies.

With the campaign’s success behind them, Huttman and the Ampersand team analyzed the effectiveness of this newly designed approach to validate impact and influence the future of political media planning.

To do this, the two teams looked at a dynamic voter market, Phoenix DMA, during the week of September 15, 2020 (historically a very active political period) against the campaign’s competition as well as other non-Presidential candidates.

The analysis showed:

**7.7x** higher effective reach at 20x or less weekly frequency goal

across **4x** more networks

resulting in **38%** lower average cost per spot

Matching ad exposure data to the Biden voter file also provided insights into schedule performance such as unique reach, frequency, and cost efficiency. Looking at Phoenix DMA local TV tactics separately, Cable's performance was stronger than Broadcast, delivering:



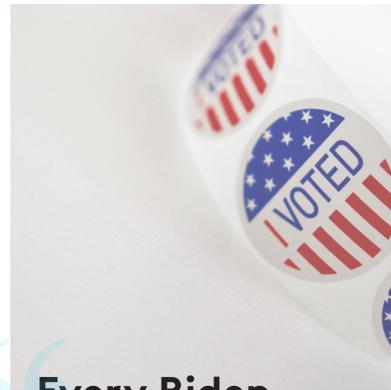
Furthermore vs broadcast, optimizing cable delivered:

**+15.4%**  
incremental reach  
points

**3x**  
lower average cost per  
incremental reach point

The numbers speak for themselves: Biden's campaign dollars were working harder because the local TV tactics were smarter, driving the optimal frequency and needed incremental reach. Ampersand's audience-first solution for local TV, which leverages real-time STB viewership insights with a commitment to protecting personal information and can activate at scale, was the proven tactic to maximize the campaign's reach and achieve cost efficiency for their local TV schedules.

The value of this campaign approach for Huttman: "Every Biden target voter was still seeing our ads, which helped motivate additional Democratic voter turnout as well as convert undecided voters. No desired audience was missed."



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