AppNexus + Democracy Works

Democracy Works Measures Influence of Digital Ads on Voter Turnout

THE CHALLENGE

Democracy Works is a nonpartisan 501(c)(3) organization dedicated to improving the voting experience for voters and election officials alike, to help every American vote in every local, state, and national election.

With special gubernatorial elections scheduled for November 2017, Democracy Works wanted an efficient and effective digital solution to remind and encourage registered voters in New Jersey and Virginia to vote, with a nonpartisan message – and they wanted to measure if their campaigns worked.

Having previously served campaigns through social media platforms, Democracy Works had never had access to technology which enabled them to specifically target registered voters on the open internet, coupled with data that would allow them to learn if their election reminder ads had increased turnout at the polls. They had a vision for serving Get Out the Vote (GOTV) ads on the internet which could provide granular people-based targeting and creative messaging, as well as return log-level data to power true incremental lift measurement.

THE SOLUTION

To construct a digital campaign that could consistently isolate cause and effect, Democracy Works reached out to AppNexus and LiveRamp, an identity resolution provider.

In partnership with 3rd party researchers, Democracy Works leveraged the voter files (comprehensive lists of registered voter IDs) to identify a target universe – all registered voters in New Jersey and Virginia, regardless of party affiliation. They then parsed the groups between users to be shown GOTV creative ads and a control group to be served a PSA ad.

The researchers built a targetable digital audience by passing LiveRamp a file of registered voters, which LiveRamp then matched to cookie and device IDs via its anonymous, people-based IdentityLink ID.

Democracy Works built out its GOTV campaign in the AppNexus Programmable Platform, with specific creative messages for each of its target GOTV audiences and its control group. Democracy Works was also able to apply granular frequency, budgeting, and pacing controls to each of its GOTV audiences.

> *"AppNexus, with LiveRamp, offered us a novel approach compared to other GOTV campaigns we've run. The use of privacy-conscious, people-based identifiers allowed us to isolate the effect of our work with a degree of accuracy we never thought possible."*
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> **Kathryn Peters**
> *Co-founder and COO, Democracy Works*

THE RESULT

The campaigns ran successfully to completion. Upon receipt of the voter files, updated with individual voter turnout, LiveRamp will resolve the results to a people-based level. Upon receipt of the files, the researchers will then interpret the data to measure incremental voter turnout on an individual basis.

This data will allow them to make evidence-based recommendations to Democracy Works on parameters for effective GOTV campaigns.

The Democracy Works case shifts the paradigm from cookie-based to people-based engagement, as the internet itself grows more expansive and personalized, beyond even the largest walled gardens. These learnings can help marketers achieve the same targeting precision, as well as more effective and transparent measurement, on the open internet that they see on the major walled garden platforms.

About Democracy Works

Founded in 2010, Democracy Works is a nonpartisan, 501(c)(3) nonprofit organization dedicated to the idea that voting should fit the way we live. We're a team of software developers, public policy wonks, and civic organizers building the tools needed to upgrade the infrastructure of our democracy and improve the voting experience for voters and election officials alike. Our vision is straightforward: make voting a simple, seamless experience for all Americans so that no one misses an election.

For more information, follow us at **@demworksinc**
or visit our website at **www.democracy.works**

About AppNexus

AppNexus is an internet technology company that enables and optimizes the real-time sale and purchase of digital advertising. Our powerful, real-time decisioning platform supports core products that enable publishers to maximize yield; and marketers and agencies to harness data and machine learning to deliver intelligent and customized campaigns.

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