



GOOGLE ONLINE MARKETING CHALLENGE

# WE VOTE

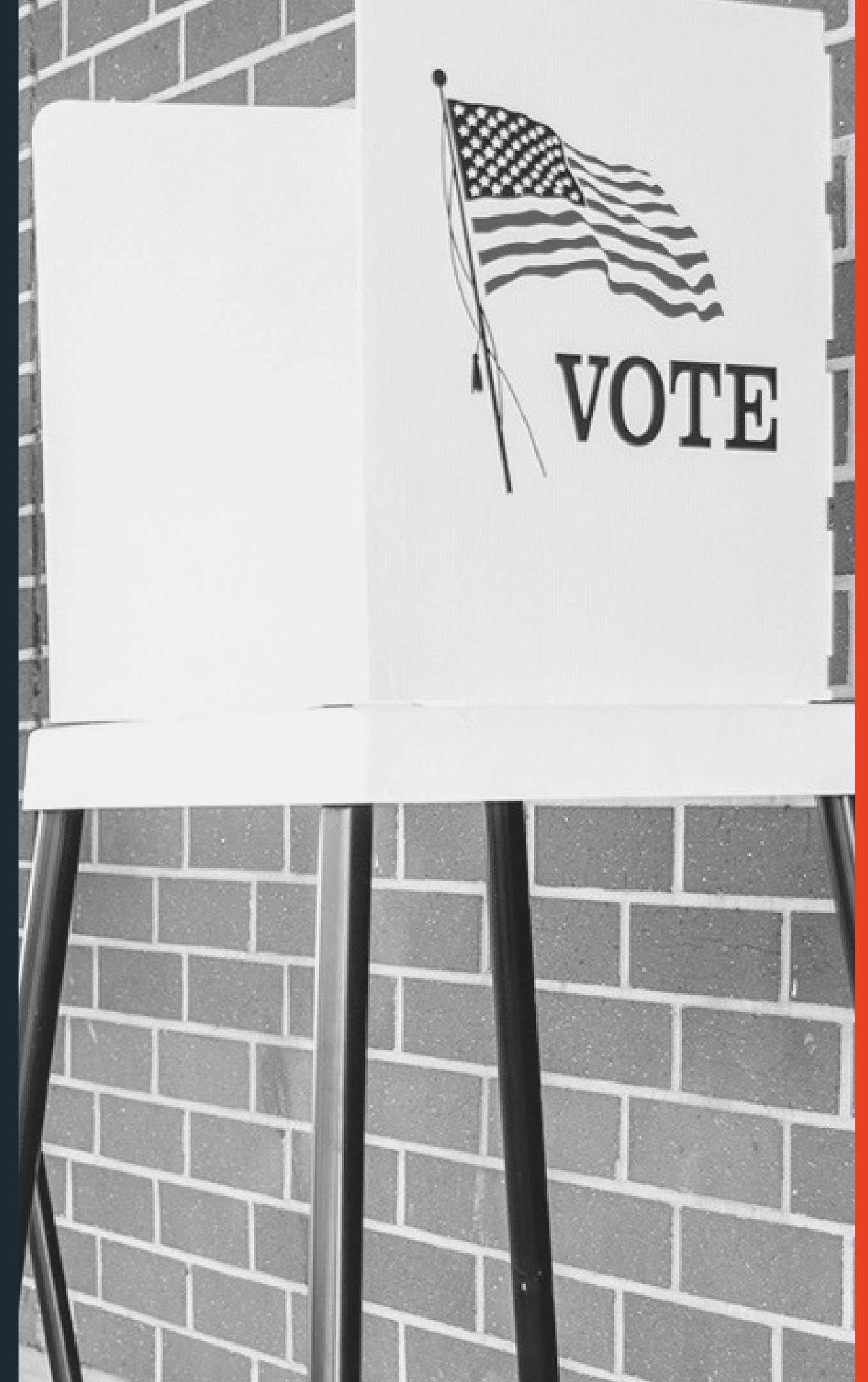
PRESENTED BY ALI CHEN, FREDDIE ZHANG, AND  
ASHLEE RODEHORST

# WHAT'S THIS ABOUT

## Executive Summary

About Our Nonprofit  
Campaign Overview  
Campaign Performance  
Target Audience  
Ad Group Performance  
Creative Testing  
Marketing Goal Achievement  
Recommended Next Steps  
Conclusion

WE VOTE | GOOGLE OMC 2018



# ABOUT OUR NONPROFIT

## WHAT IS WEVOTE?

**WeVote is a digital voter guide** that gives eligible voters the tools to educate themselves about local and state elections. It is an open source platform with information including candidates, local organizations, voting registration and locations etc.

## WEVOTE MISSION STATEMENT

**WeVote is creating a networked and integrated digital voter guide that will empower voters and improve democracy.**

WeVote cuts through the clutter to provide you with better information about what's on your ballot. WeVote's platform aggregates endorsements and opinions across personal networks and helps you get information from trusted and verified advocacy organizations.





WEVOTE CAMPAIGN GOAL

**REACH 100,000  
VOTERS BY  
NOVEMBER 6TH**

TARGET VOTERS IN THE STATE OF FLORIDA

# CAMPAIGN OVERVIEW

## Our Strategy for WeVote

### 1. Target Audience

Use Keywords relevant to Florida candidates, ballot amendments, voting locations, etc.

### 2. Organization

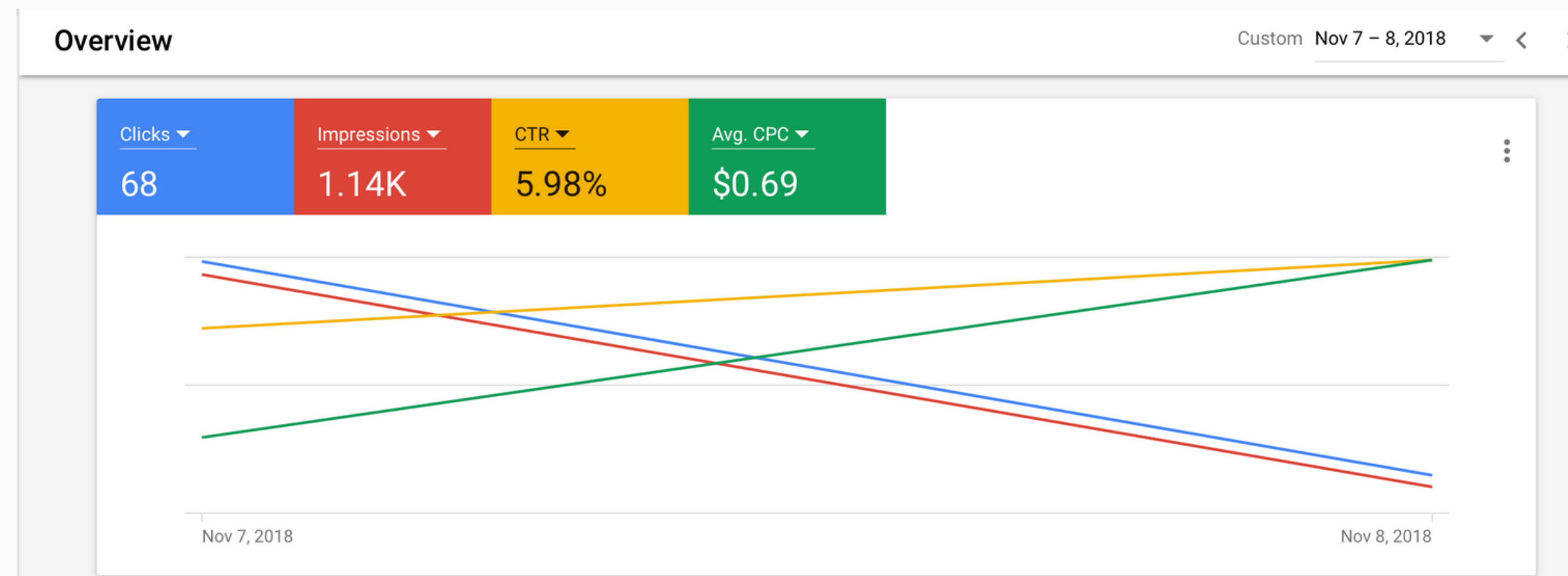
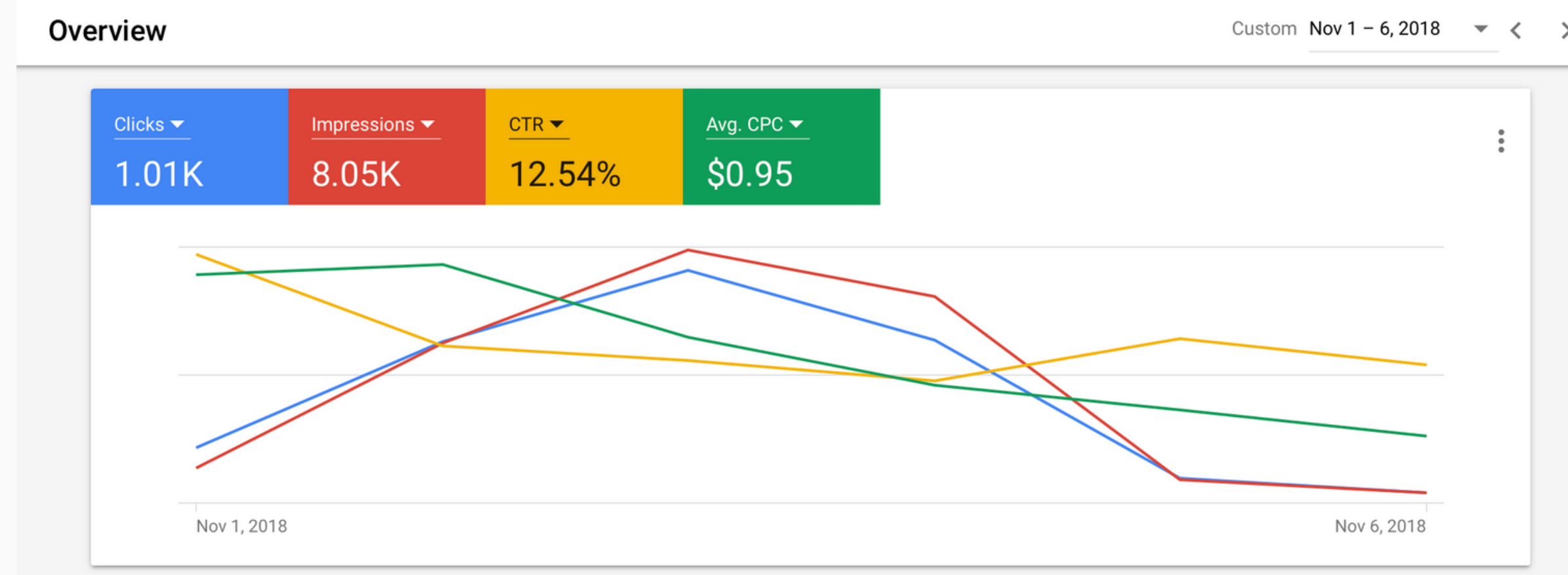
Set up Ad Groups to increase Ad Rank and improve position of ads without raising bids.

### 3. Creative Testing

Use Dynamic Ads feature to A/B test ad copy and track Cross Device Conversion data.

# CAMPAIGN PERFORMANCE

Before Election Day vs. After Election Day



NOV 1 - 8, 2018



ALL DAY



FLORIDA, USA



ENGLISH/SPANISH



WEBSITE TRAFFIC



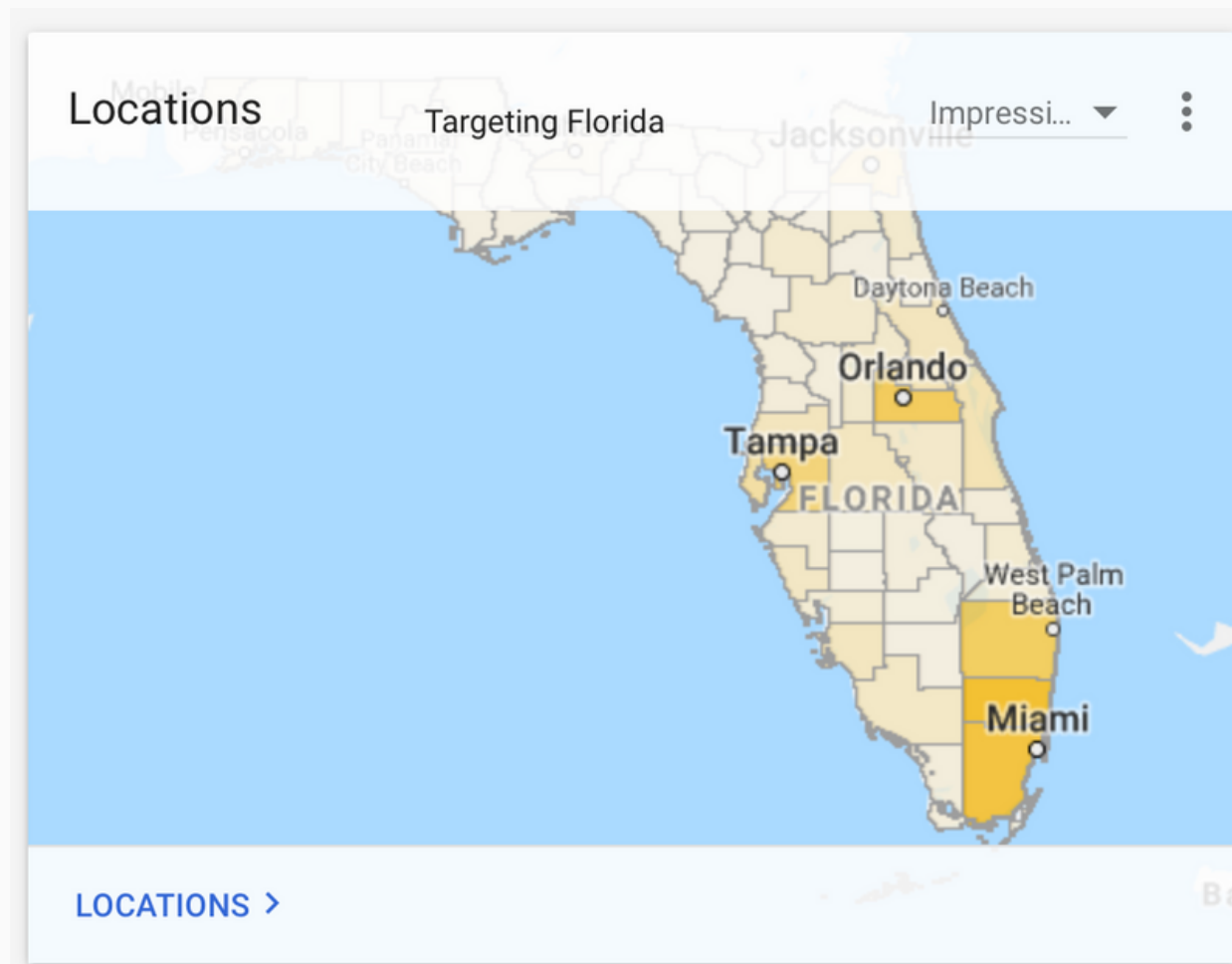
MAXIMIZE CLICKS

WE VOTE | GOOGLE OMC 2018

# TARGET AUDIENCE

Most Clicks and Impressions From Voters in Metropolitan Cities & Surrounding Areas

<input type="checkbox"/> Targeted location	Bid adj.	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/> Florida, United States	—	1,077	9,185	11.73%	\$0.93	\$1,001.88	0.00	\$0.00	0.00%
Total: Locations <sup>?</sup>		1,077	9,185	11.73%	\$0.93	\$1,001.88	0.00	\$0.00	0.00%
Total: Other Locations <sup>?</sup>		0	0	—	—	\$0.00	0.00	\$0.00	0.00%



## MOST POPULAR CITIES:

MIAMI

PALM BEACH

TAMPA

ORLANDO

## MOST POPULAR COUNTIES:

MIAMI-DADE COUNTY  
BROWARD COUNTY

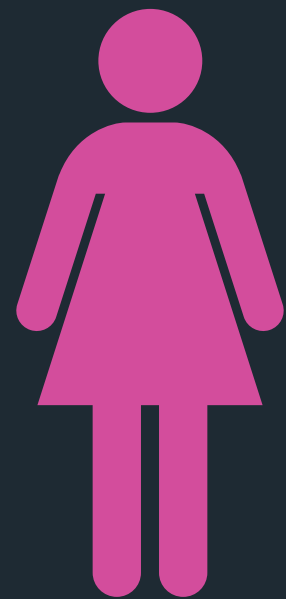
PALM BEACH COUNTY

HILLSBOROUGH COUNTY

ORANGE COUNTY



**43%**  
**MALE**



**57%**  
**FEMALE**

based on 78% of clicks with known gender



**24%**  
**AGE 25-34**



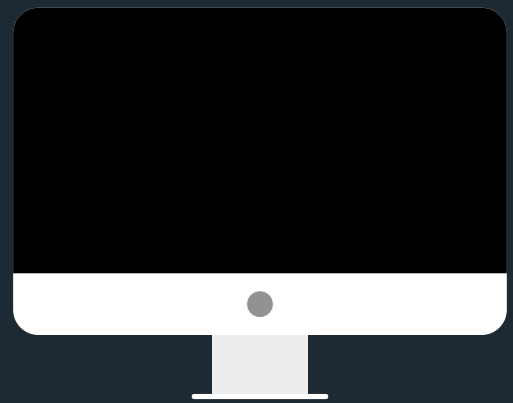
**12%**  
**AGE 55-64**

based on 75% of clicks with known age





**41%**  
**MOBILE**



**52%**  
**DESKTOP**

with 7% on Tablets

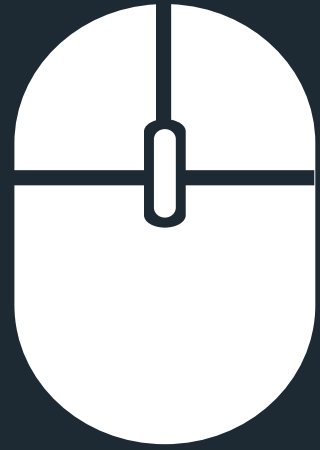


**79%**  
**FRI/SAT/SUN**



**64%**  
**4AM - 9AM**

based on total impressions



**1.08K  
CLICKS**



**11.73%  
CTR**

based on campaign run on november 1-8



**9.19K  
IMPRESSIONS**



**\$0.93  
AVG CPC**

based on campaign run on november 1-8

# AD GROUP PERFORMANCE

Keywords Relating to Voting and Candidates in Florida Were Most Engaging To Voters

Ad group status: **All but removed** Add filter

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	↓ Cost	Conversions	Cost / conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	florida senate	Campaign paused	auto: \$1.99	Standard	370	2,557	14.47%	\$0.90	\$333.04	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	vote	Campaign paused	auto: \$1.99	Standard	337	2,625	12.84%	\$0.93	\$312.52	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	voter guide	Campaign paused	auto: \$1.99	Standard	143	1,308	10.93%	\$0.98	\$140.77	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	polling	Campaign paused	auto: \$1.99	Standard	125	1,527	8.19%	\$0.95	\$119.00	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	voting location	Campaign paused	auto: \$1.99	Standard	60	702	8.55%	\$0.89	\$53.34	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	ballot	Campaign paused	auto: \$1.99	Standard	18	173	10.40%	\$1.12	\$20.17	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	registration	Campaign paused	auto: \$1.99	Standard	19	174	10.92%	\$0.94	\$17.90	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	how to	Campaign paused	auto: \$1.99	Standard	4	60	6.67%	\$1.02	\$4.08	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	florida ballot	Campaign paused	auto: \$1.99	Standard	1	59	1.69%	\$1.06	\$1.06	0.00	\$0.00
		Total... <span>?</span>				1,077	9,185	11.73%	\$0.93	\$1,001.88	0.00	\$0.00

# AD GROUP PERFORMANCE

**BEST KEYWORDS:** FLORIDA SENATE CANDIDATES, RICK SCOTT, BILL NELSON, PRESIDENTIAL ELECTION, VOTER, VOTE FOR ...

**WORST KEYWORDS:** FLORIDA BALLOT AMENDMENTS 1-13, HOW TO VOTE

Ad group status: **All but removed** Add filter

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	↓ Cost	Conversions	Cost / conv.
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		Total...				1,077	9,185	11.73%	\$0.93	\$1,001.88	0.00	\$0.00

# AD GROUP PERFORMANCE

Why Did Some Keywords Relevant to Florida Perform Better than Others?

**HYPOTHESIS:** VOTERS ARE MORE CONCERNED WITH **SUBJECTIVE** MATTERS THAN **OBJECTIVE**

**SUBJECTIVE:** CANDIDATES, LOCAL VOTER GUIDE, POLITICAL PARTY

**OBJECTIVE:** AMENDMENTS, REGISTER TO VOTE, ABSENTEE BALLOT

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	↓ Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	florida senate candidates	Campaign paused	auto: \$1.99	Approved	—	225	1,401	16.06%	\$0.91	\$204.45
		Total... <span>?</span>					225	1,401	16.06%	\$0.91	\$204.45
		Total... <span>?</span>					370	2,557	14.47%	\$0.90	\$333.04

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	↓ Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	"florida ballot amendments 2018"	Campaign paused	auto: \$1.99	Approved	—	1	32	3.13%	\$1.06	\$1.06
		Total... <span>?</span>					1	32	3.13%	\$1.06	\$1.06
		Total... <span>?</span>					1	59	1.69%	\$1.06	\$1.06

# CREATIVE TESTING

A/B Testing on Ad Copy to Discover  
What is Most Engaging to Voters

ADS RAN FROM NOVEMBER 1-8  
COPY B PERFORMED 2X BETTER THAN COPY A

"DIGITAL VOTER GUIDE"

Mobile **COPY A**

Know your candidates | Cast your vote with confidence  
[Ad](#) [www.wevote.me](http://www.wevote.me)

We Vote gives you access to voting guides, candidate info & polling locations. Invite Friends. See all Endorsements. Decide & Vote. Sign Up Online. Service catalog: See your actual ballot, See candidates & measures, Vote with...

[Voter Guides](#)  
[Endorsements](#)  
[Welcome to We Vote](#)  
[Register to Vote](#)

Impressions	Clicks ▼	CTR ▼
1,426	147	10.31%

Mobile **COPY B**

Know your candidates | Cast your vote with confidence | Digital Voter Guide  
[Ad](#) [www.wevote.us/ballot](http://www.wevote.us/ballot)

We Vote gives you access to voting guides, candidate info & polling locations. Decide & Vote. Sign Up Online. Service catalog: See your actual ballot, See candidates & measures, Vote with confidence

[Voter Guides](#)  
[Endorsements](#)  
[Register to Vote](#)

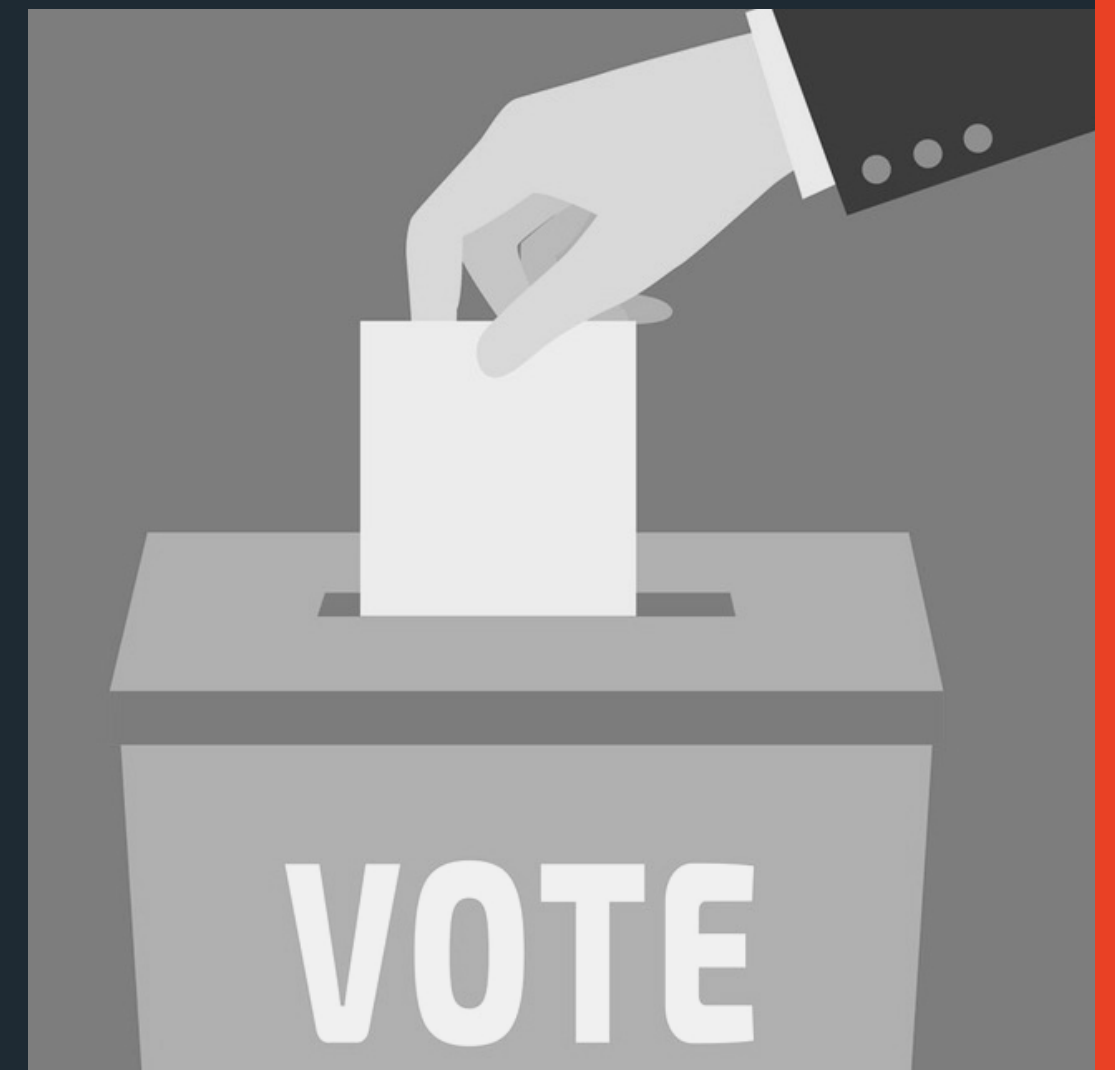
Impressions	Clicks ▼	CTR ▼
2,557	370	14.47%

# MARKETING GOAL ACHIEVEMENT

OBSTACLES OUR TEAM ENCOUNTERED

- 1 NOT ENOUGH TIME TO RUN CAMPAIGNS FOR  
~4 WEEKS BEFORE MIDTERM ELECTION DAY
- 2 NO CONVERSION TRACKING ON GOOGLE ADS
- 3 NO PERMISSION TO ADVERTISE WEVOTE APP

GO  
VOTE



A hand in a grey suit jacket points towards a laptop screen. The screen displays a campaign reach graphic. The graphic consists of a grey box with a red bar at the top, and a larger red box below it containing the number '9,185' and the text 'FLORIDA VOTERS'. Above the red bar, the text 'OUR CAMPAIGN REACHED' is written in black, and 'IN 7 DAYS' is written in red above that.

**IN 7 DAYS**

OUR CAMPAIGN REACHED

**9,185**  
**FLORIDA**  
**VOTERS**



# RECOMMENDED NEXT STEPS



## TARGET VOTERS AGES 18-35

- **18-24** and **25-34** are the most engaged age groups.
- There is a significant decrease in impressions and clicks from ages **55-65** and over.



## OPTIMIZE ADS FOR MOBILE & APP

- "**Digital Voter Guide**" performed best in ad copy testing.
- Set **Mobile Bid Adjustment** based on insights from cross device conversion and total estimated conversion data.
- Add **Mobile App Extension** to Google Ads.



## ENABLE CONVERSIONS & TRACKING

- **Begin tracking Conversions** on Google Ads Manger.
- **Enabling a Tracking Pixel** would offer WeVote insight as to where website traffic is derived from.

# CONCLUSION

## Presentation By

Ali Chen, Freddie Zhang, and Ashlee Rodehorst

## Google Online Marketing Challenge

<https://get.google.com/onlinechallenge/>

## WeVote

<https://wevote.us/>