

Ring

digital

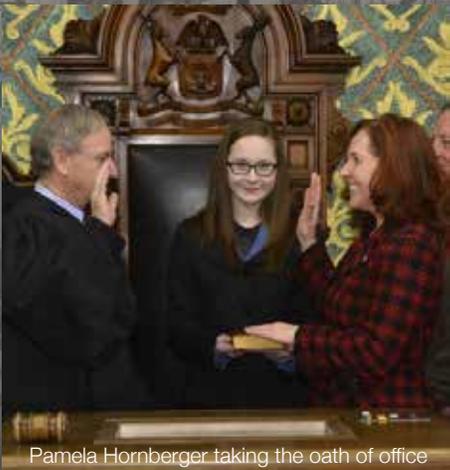
Case Study

Michigan State House GOP Primary: Come-from-Behind Victory Michigan

In a 2016 Republican primary election for state representative in Michigan, Ring worked with a Michigan-based IEC to promote the election of a candidate who was recognized to be in third place of three candidates, behind a local celebrity who wrote the campaign theme song for Ben Carson's presidential campaign, and another candidate. The IEC didn't have a lot of money to spend, so its only avenues of voter contact were Ring digital's display advertising and 4 automated phone calls.



Over 12 days leading up to the August 2 primary, Ring digital served 191,882 digital ad impressions (half positive name ID for our candidate, and half contrast ads regarding the front-runner) to a universe of 4,217 likely GOP primary voters, averaging a barrage of 45.5 impressions per household over 12 days. Our candidate not only improved her position, but won the three-way primary by 7.4%, garnering 40% of the vote. The local celebrity who enjoyed the early lead ended up in third place with 27%. Our candidate went on to win the general election by a margin of more than 27 points.



Pamela Hornberger taking the oath of office

Case Study

Kaysville, Utah Mayoral Primary



In an August 2017 non-partisan top-two primary, Ring partnered with a candidate who received a national-level endorsement, and who wanted to leverage that to boost name ID and favorability. Ring digital ran 47,011 impressions of the ads highlighting the endorsement to an audience of 2,891 likely municipal voters over the course of 16 days (an average of 16.26 impression per household, or about one per day).

Ring's candidate ended up making the runoff election, finishing 5 points behind the leader. But she performed much better within the targeted digital universe. Since Ring has the data to be able to see which households are receiving our ads, those households can be called on their phones and asked about the ads and about the election. Within the universe of IP-matched voters, our candidate won the ballot test by 10% - a 15-point swing from the general electorate.

The verifiable effectiveness of Ring digital's display advertising continues to be illustrated in races across the country. Contact alex@ringlimited.com or visit www.ringdigital.co for more information on how Ring digital can keep you ahead of the competition with rifle-shot accuracy.