

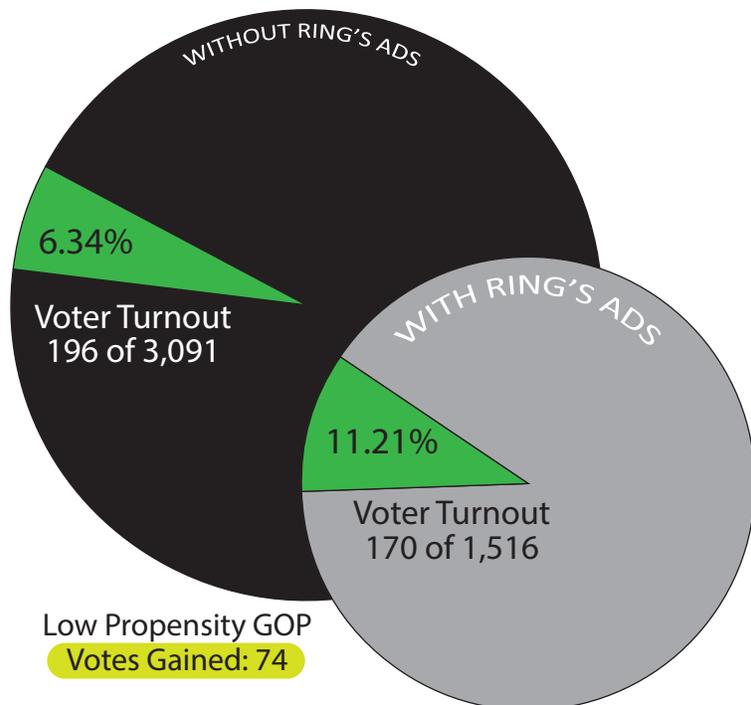
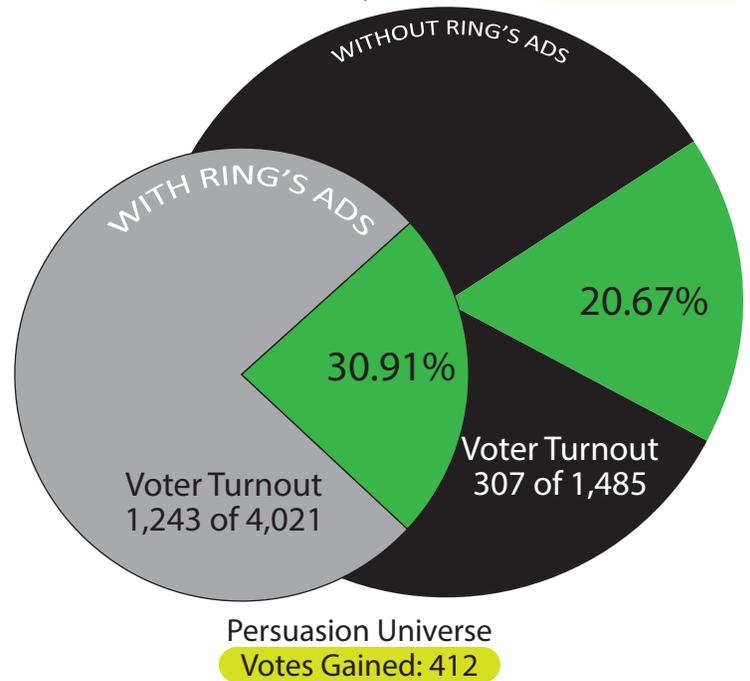
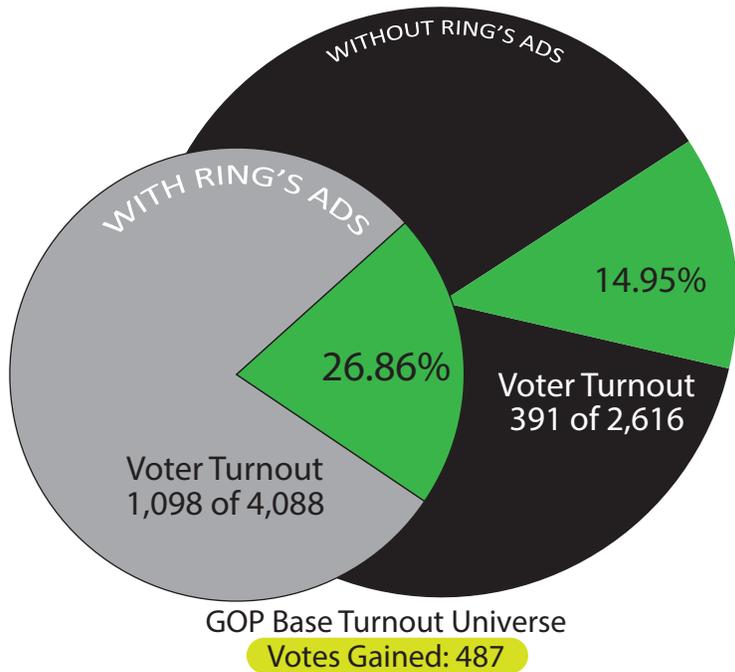


Case Studies from Ring Digital's
Work in 2017 Political Campaigns

A Boost in GOP Turnout: Michigan State

A traditionally Democratic state house seat in Michigan was vacated after the death of the incumbent Democrat, opening the door for Republicans to attempt to swing a seat which would not otherwise be a target. Ring worked with the client to identify three target universes: Base Republicans, Low Propensity Republicans, and Persuasion.

After the election, Ring compared the voter turnout between households that Ring had targeted with digital ads for the Republican candidate, and households with the same voter propensity which had not been served ads for the **GOP candidate**. In each instance, turnout was boosted by between **49% and 79%**



Total Votes Gained: 973
Total Votes Cast: 15,367

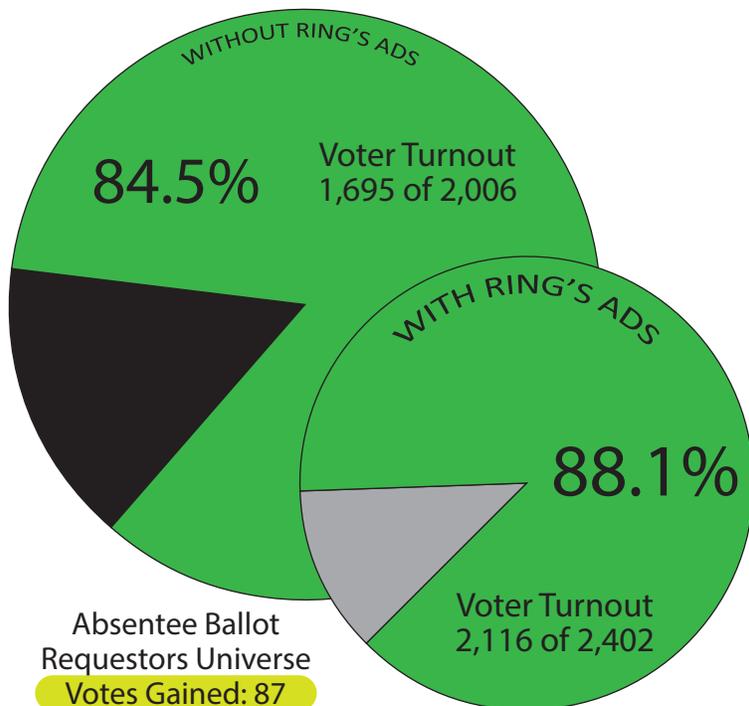
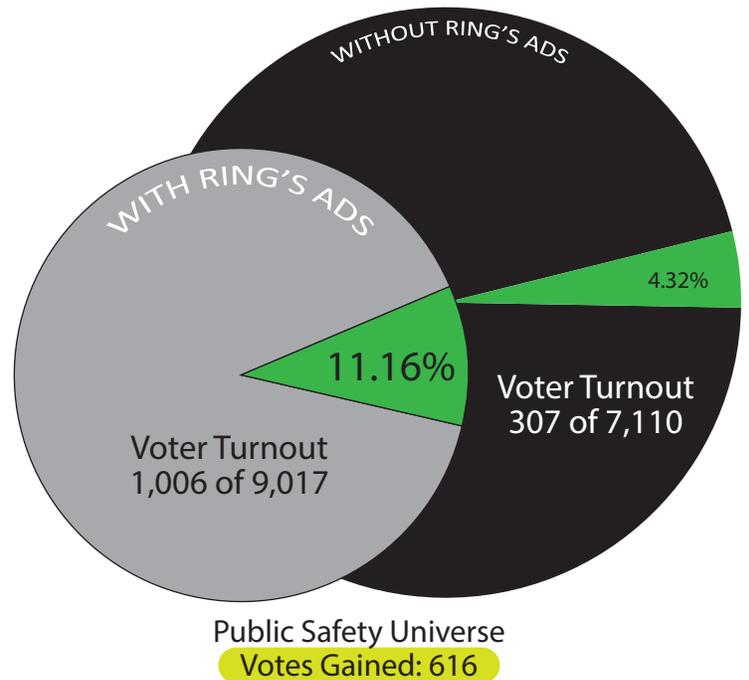
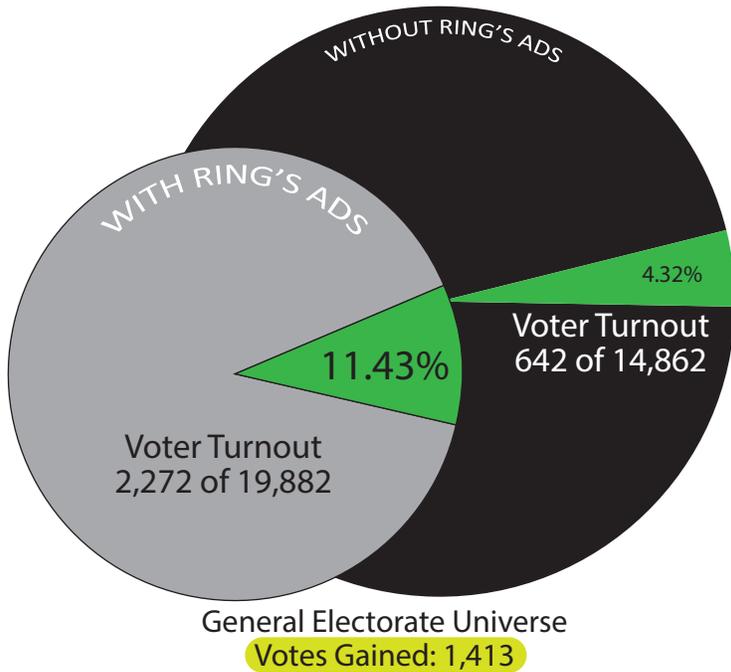
LEGEND
 voted ■
 did not vote, saw Ring's ads ■
 did not vote, did not see Ring's ads ■



2017 Victory in Cincinnati City Council Race

Ring Digital's display advertising propelled our candidate to victory by providing the extra 2,116 votes our candidate needed to keep her seat on Cincinnati City Council. Had she not received all the extra votes provided by Ring's targeted digital ad technology, she would have lost her seat, and would likely not have been invited to be on a gubernatorial ticket in 2018.

These charts illustrate what Ring can verify: that in each of the three target universes Ring was advertising to during the campaign, Ring's efforts increased turnout and got the candidate the votes she desperately needed.

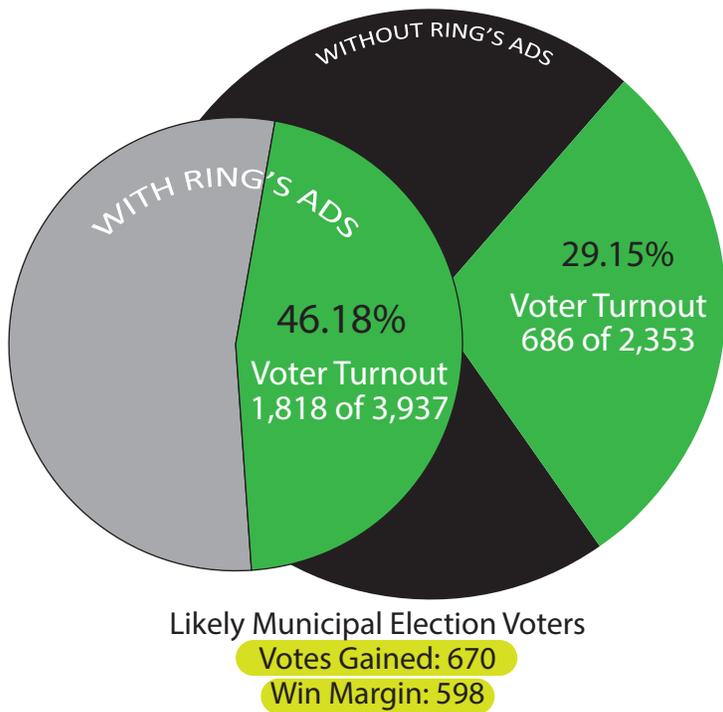


Total Votes Gained: **2,116**
 Candidate's Win Margin: **2,115**

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2017 Victories in Colorado Municipal

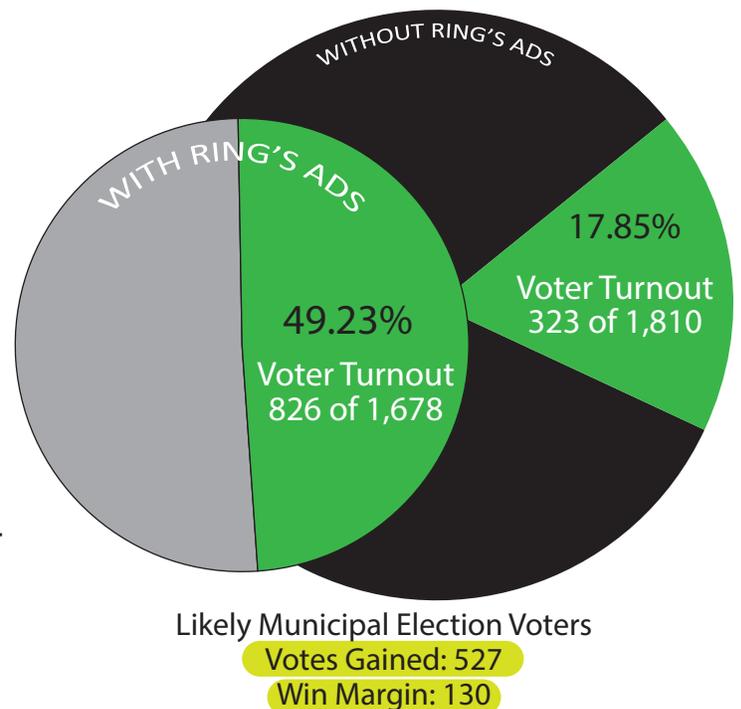


Ring Digital worked with a candidate for the only elected judgeship in Colorado and Ring's digital ads were the deciding factor in a race against a well-qualified and articulate associate judge. Ring's client, a sitting mayor and member of city council, needed to motivate voters to return their ballots in this all-mail-in election when turnout in the county was at a several-year low of 29%.

Ring's candidate won by 598 votes over his well-qualified opponent, and Ring's digital ads turned out an additional 670 votes for our candidate, putting him over the edge and behind

In the 2017 election for Littleton, Colorado city council, Ring Digital worked with a candidate whose efforts mainly included walking door-to-door and volunteer phone calls. Ring's candidate had fewer yard signs, lower name recognition, and less money than her opponents.

Ring's candidate won by the skin of her teeth - by 130 votes. Ring's digital ads turned out an additional 527 votes for our candidate, putting her in public office for the first time.



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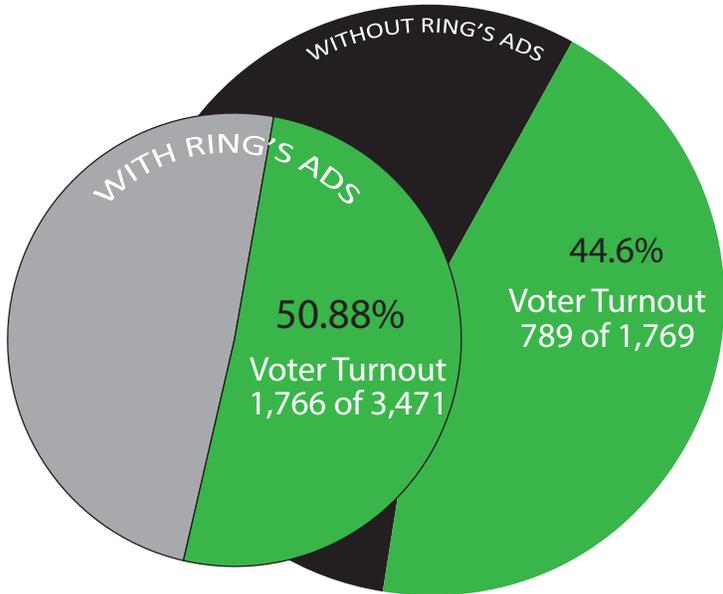
voted

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Other Victories in Ohio Municipal Elections



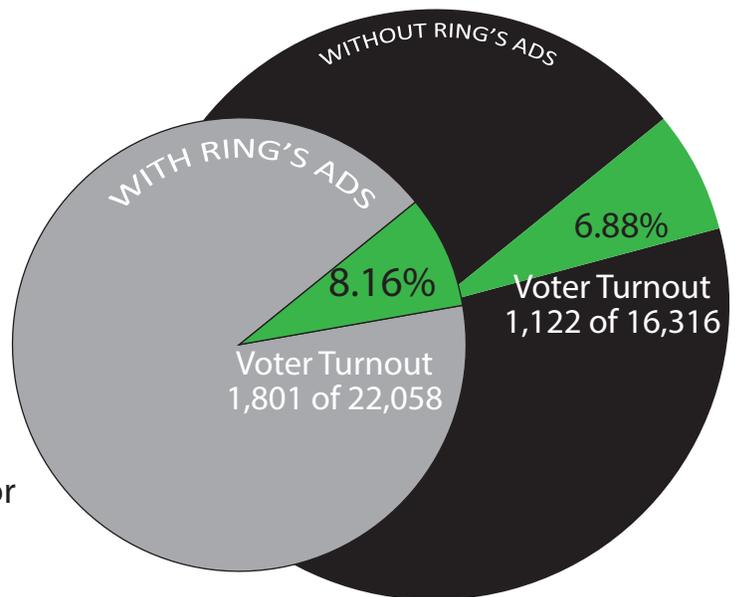
Likely Municipal Election Voters
Votes Gained: 218
Win Margin: 46

Ring Digital worked with a veteran candidate for Perrysburg City Council in Northwest Ohio just outside of Toledo. Ring's client was a first time candidate with no name ID in the community, and he needed to raise his name ID and also build awareness about his service record.

Ring's candidate won by 46 votes over his well-qualified opponents, and Ring's digital ads turned out an additional 218 votes for our candidate, giving him the edge to win his first

In the election for one of Hamilton County's District Judgeships, Ring worked with an experienced judge to retain his seat. While an incumbent, judges do not have the name ID that other politicians do, and this was an area of emphasis as we helped the judge retain his seat.

Our judge candidate won by a healthy margin of 2,652 votes as Ring's digital ads boosted turnout for the judge by an additional 284 votes.



Likely Municipal Election Voters
Votes Gained: 284
Win Margin: 2,652

LEGEND
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