

# Digital Ads

# Defining Digital Advertising

---

**Digital advertising leverages the popularity of channels like email, social media, texting, search engines, and websites to deliver promotional messages to users.**

- Each day, millions of people across the globe are influenced to take action after seeing an advertisement
- Reach the right people with the right message at the right time.

# Using Digital Ads

# Why Digital Ads?

People are spending more time online than any other medium:

## Average Time Spent in the US, 2019

*hrs:mins per day among population*

Digital 6:35

TV\* 3:35

Radio\* 1:20

0:11 Newspapers\*

0:09 Magazines\*

Total 12:09

*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on TV while listening to radio is counted as 1 hour for TV and 1 hour for radio; \*excludes digital*

*Source: eMarketer, April 2019*

T10153

[www.eMarketer.com](http://www.eMarketer.com)

# Why Digital Ads?

## Digital ads may be a good choice for HTC outreach because:

- They are efficient and targeted
- They can be changed and adjusted relatively quickly, unlike other paid mediums
- They don't require a ton of capacity (people power)
- They meet folks where they are
- They are cheaper than TV!

# Types of Digital Ads

# Types of Digital Ads

## Awareness and Education

Messaging and information for soft supporters; messaging and information to teach your community more about the census

## Persuasion

Change opinions of others; help make up your mind; help folks understand why they need to fill out the Census form

## Engagement and Direct Response

Take direct action; share a post, like or comment, sign up for a list, donate money, sign a pledge card

# Platforms



# Facebook & Instagram

## PROS

- Massive reach
- Advanced targeting capabilities (e.g. custom audiences, suppression)
- Wide variety of creative types
- People are using it to taking action
- Ancillary social benefits (e.g. fans, post engagement)

## CONS

- Lots of competition
- People who don't like you will intentionally click on the ad to cost you money

# Facebook Ads



Faith in Public Life

Sponsored · Paid for by Faith in Public Life · 



The Trump Administration is forcibly separating hundreds of children from their parents at the border — ripping toddlers from their mothers' arms in a cruel effort to deny them the ability to seek asylum and safety. As women of faith, we must take action.

Add your name now to call on the Department of Homeland Security to immediately reunite families who have been torn apart.



**WOMEN OF FAITH CRY OUT: KEEP FAMILIES TOGETHER!**

**ADD YOUR NAME»**

FPL.ACTIONKIT.COM

**Sign The Letter — Reunite Children With Their Families**

Join women of faith crying out for justice.

# Twitter

## PROS

- Participate in a live conversation

## CONS

- People who don't like you will intentionally click on the ad to cost you money
- Not as much action-taking
- Nature of Twitter is temporal, making it tough to plan & manage

# Twitter Ads



**BetterWorldCampaign**  
@BetterWorldOrg

 **Following**

Earth's getting hot. Too hot not to handle, actually. This Nov, vote like the world depends on it. [#VoteFTW](#)



**Vote like the world depends on it. Because it does.**  
Earth's getting hot. Too hot not to handle, actually. Continued climate action from America is a must for me!  
[voteftw.org](#)

RETWEETS  
7

LIKES  
15



8:16 AM - 6 Oct 2016

  7  15 

# Snapchat

## PROS

- One-on-one engagement
- Can reach a younger audience (18-34)

## CONS

- Limited engagement
- Time constraints (10 seconds or less for video)
- No re-share option

# Paid Search

## PROS

- Audience has an explicit interest in your ad, so action rates are high
- Can be immediately profitable (if it's done right!)
- No concerns about brand safety

## CONS

- Not effective for prospecting
- Volume depends upon interest

# Paid Search Ad

## What is the Census? - [faithinpubliclife.org](https://faithinpubliclife.org)

 [www.faithinpubliclife.org/census](https://www.faithinpubliclife.org/census)

The U.S. Census counts every resident in the United States. Learn More.

### Census 2020 FAQ

[www.faithinpubliclife.org/censusfaq](https://www.faithinpubliclife.org/censusfaq)

### Census 2020 ToolKit

[www.faithinpubliclife.org/census](https://www.faithinpubliclife.org/census)

## Census Citizenship Question - [advancingjustice-aajc.org](https://advancingjustice-aajc.org)

 [www.advancingjustice-aajc.org/myths](https://www.advancingjustice-aajc.org/myths)

Common misconceptions about filling out the 2020 Census.

### [www.aajc.org/census-myths](https://www.aajc.org/census-myths)

What you need to know when filling  
out the 2020 U.S. census form

## Become a Census Advocate - [statevoices.org](https://statevoices.org)

 [www.statevoices.org/tag/census/](https://www.statevoices.org/tag/census/)

Join our team and make sure your community is counted.  
Help us hold the census bureau accountable.

# Targeting



# Targeting

## **Reach users in context of where they spend their time online**

- Demographic - age, gender, device
- Geographic - state, city, DMA, zip code
- Interest/Behavioral/Affinity - based on user activity in the platform
- Topic - contextually related to surrounding content

# Ad Types

# Ad Types

**STATIC IMAGES:** easiest to produce, can be paired with copy on social platforms or websites and a link. Best when running direct-response campaigns.

**VIDEO:** greater lift to produce but better results when running persuasion/awareness campaigns.

**PETITION / FIXED-RATE ADS:** for email list building, some sites allow you to place a petition on their site and will sell email addresses at a fixed rate.

# Native Ad



## *Everything* You Need to Know About the Upcoming Census

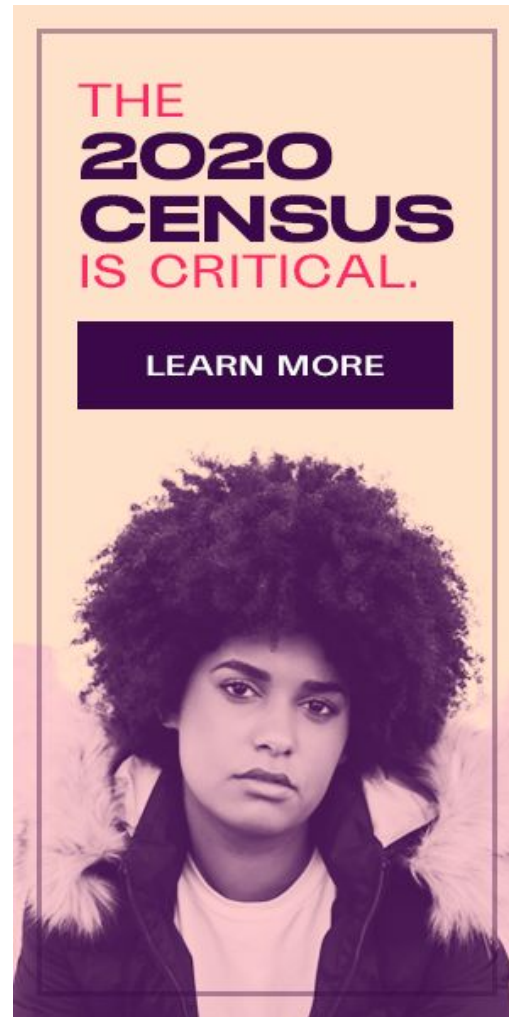
JENNIFER MULROW  
JANUARY 8, 2019, 12:35 PM



**A fair and accurate Census is one of the most significant civil rights issues facing our country today.**

In addition to ensuring fair political representation, enforcing civil rights laws, and effective policy planning, census data are used to distribute federal, state, and local resources equitably and prudently. In fact, federal agencies use census data to allocate billions of dollars each year

# Display Ad



# Homepage Takeover

The screenshot shows the homepage of the Sentinel & Enterprise newspaper. The masthead 'Sentinel & Enterprise' is at the top center. To the right is a search bar with a 'Go' button and links for 'Real Estate' and 'Jobs'. Below the masthead is a navigation bar with links for News, Sports, Business, Entertainment, Lifestyle, Community, Obituaries, Opinion, Marketplace, and Tools. Underneath is a 'HOT TOPICS' section with links for Longsjo Classic, 3rd District Race, Opioid Abuse, Business Profile of the Week, 'Be a Volunteer' series, and Marijuana News.

The main content area features a 'LATEST NEWS' section on the left. It includes a sponsored content block titled 'These 5 Tips Are the Key to Financial Freedom' sponsored by Discover Personal Loans, and a news item about PepsiCo's CEO. To the right of the news section is a large photograph of three people in an office setting. On the far right, there is a large vertical banner for 'THE 2020 CENSUS IS CRITICAL.' with a 'LEARN MORE' button and a partial image of a person's head. The banner also includes the text '2020 CENSUS' vertically on the right side.

# Paid Petitions

## Campaign Action

# Sign the petition: Demand Congress offer a fair and accurate Census in 2020 - drop the citizenship question

### PETITIONING

Members of Congress

### SPONSORED BY

Daily Kos Liberation League

### ADDITIONAL SPONSORS

Brave New Films

LeftAction

People's Action  
Chicago, IL

People For the American Way  
Washington, DC

Common Cause  
Washington, DC

Congressional Progressive Caucus  
Center

Courage Campaign

We deserve a fair, accurate Census in 2020 -- but the Trump administration just announced their plan to rig it.

Recently, Commerce Secretary Wilbur Ross announced his intention to add an untested, last-minute question about citizenship status to the 2020 Census. **Experts say this would dramatically skew the final results** -- and with it, the resources and political power our communities can access.

The Census is constitutionally required to count everyone who lives here, but if the 2020 Census includes this politicized question on citizenship status, it'll undercount communities of color and others who feel intimidated by Trump's anti-immigrant rhetoric -- by discouraging them from participating at all. And since we use Census data to draw legislative districts, it'll amplify the harm of gerrymandering -- keeping fair representation in government out of reach for too many of us.

**We should call this what it is: a politically-motivated attempt to racially rig the 2020 Census.**

### SIGN THIS PETITION



187,720 Signatures Collected

First Name	Last Name
------------	-----------

Email *	
---------	--

Zip/Postal Code *	
-------------------	--

Not in the US?

Photo Credit: Getty Images

# Paid Petitions

care2 PETITIONS



## Adding Citizenship Questions to the 2020 Census Is Racist and Unnecessary

by: [Care2 Team](#)

recipient: President Donald J. Trump

41,486 SUPPORTERS

45,000 GOAL

It's been almost 70 years since the U.S. Government asked about a person's citizenship status when conducting the census, and now the Trump White House wants to start again.

**Adding this question is racist, fear-mongering, and unnecessary. Please sign and share to stop it!**

Like 1.7M

START A PETITION

BROWSE

sign in

### SIGN PETITION

FIRST NAME

LAST NAME

EMAIL

COUNTRY

United States

STREET ADDRESS

WHY IS THIS IMPORTANT TO YOU? (optional)

Add a personal message for more impact!

☐ [Share this petition with friends!](#)

Sign Now

☐ don't display my name

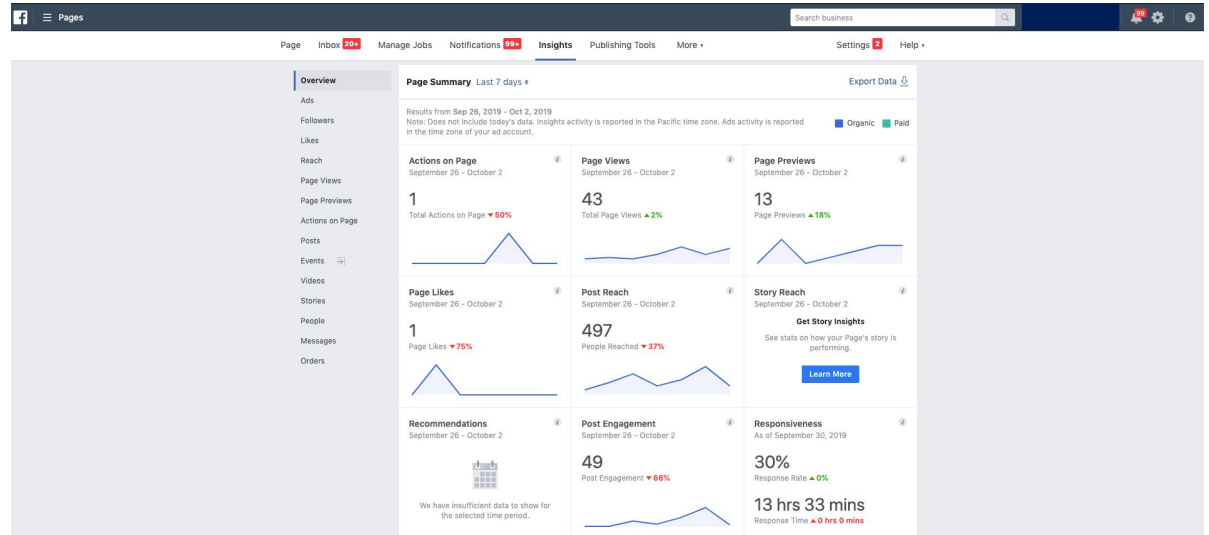
[privacy policy](#)

By signing, you accept Care2's [terms of service](#).  
You can manage your email [subscriptions](#) at any time.  
Having problems signing this? [Let us know](#).

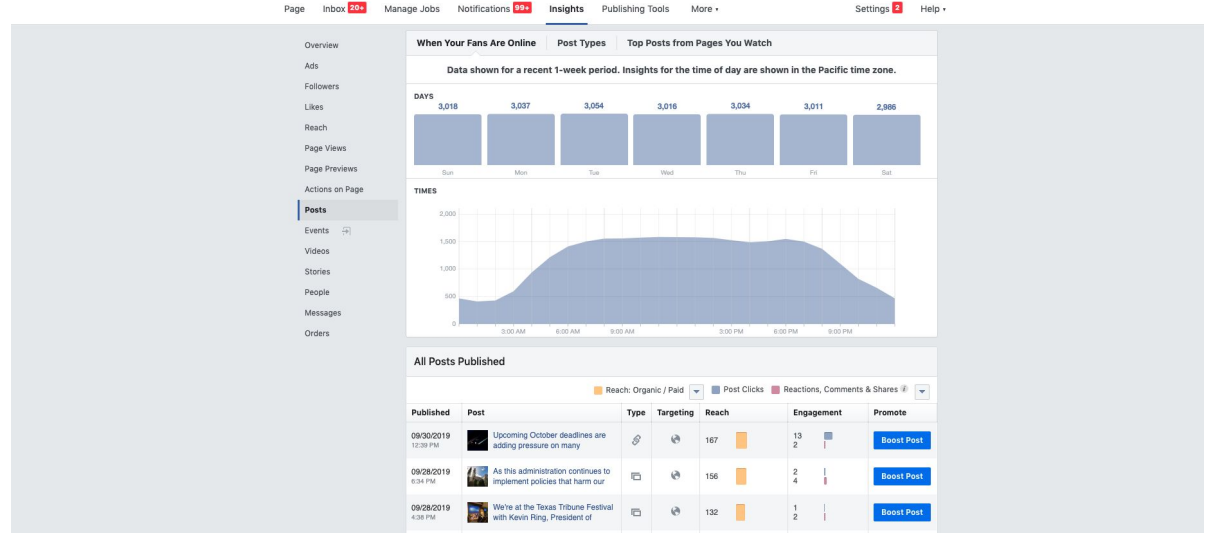


# Boosted Posts

# Boosted Posts





# Boosted Posts



# Boosted Posts


**Boost Post**


**Get expert guidance and personalized recommendations.**  
Learn how to reach the right people and how to set up creative ads.

 **Request Call**

**OBJECTIVE**

What results would you like from this post?

☒  **Send people to your website**  
Link clicks · From \$1 a day

☐  **Get more people to react, comment and share**  
Post engagements · From \$1 a day

[All Options ▾](#)

**POST BUTTON (Optional)**

Add a button to your post ⓘ

**Learn More ▾**

This button will lead to the link in your post.

**AUDIENCE**

☒ People you choose through targeting [Edit](#)


Location - Living In United States: Washington, District of Columbia Washington, District of Columbia  
Age 18 - 65+

☐ People who like your Page




☐ People who like your Page and their friends


**Preview:** Desktop News Feed ▾

This is 2019. This is the reality students live in every day. This has to end. Watch this chilling video and learn how you can join the fight for gun reform. [#EnoughIsEnough](#)



WASHINGTONPOST.COM  
**This back-to-school PSA from Sandy Hook Promise is a punch in the gut** [Learn More](#)

 Like  Comment  Share

 By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

**Cancel** **Boost**

# Boosted Posts

## DURATION AND BUDGET

Duration ⓘ

Days 20

End date  Oct 23, 2019

Total budget ⓘ

\$20.00 USD

Estimated People Reached ⓘ

**69 - 200 people per day**

of 590,000

Refine your audience or add budget to reach more of the people that matter to you.

You will spend **\$1.00** per day. This ad will run for **20** days, ending on Oct 23, 2019.

# Creative Best Practices

# Creative Best Practices

- Tailor creative content to your intended audience and the goals of the campaign. Each audience responds differently to creative themes and formats
- Video ads are better for awareness/persuasion, static ads are better for direct-response
- Stay people-focused! Images/videos of people generally perform the best
- Attention spans are small, use short videos and images that pop (30-90 seconds)