

## THE COMPANY

A political marketing technology agency focused on policy and political campaigns as well as corporate marketing/brand lift campaigns. They offer digital strategy, data analytics, and advanced digital advertising to find the most engaged audiences and to deliver the highest quality advertising campaigns.

## THE CHALLENGE

The political clients of these marketing professionals had access to lists of constituents interested in their cause and wanted to reach this audience via social media marketing. However, because their lists only included name and address, **they were only able to match 15% of their list in Facebook's advertising platform**, resulting in an extremely small pool of users to target. They needed a way to match more of these individuals through Facebook so they could get their messages in front of them.

## WHAT THEY DID

- 01** Uploaded their list of constituents to Datafinder using the Online Audience Builder.
- 02** Datafinder added additional contact points to their list, including historical email addresses.
- 03** Uploaded their new list to Facebook as a custom audience.
- 04** Their match rate in Facebook increased from **15% to 70%**, finding more of their targets for their campaign.

## THE IMPACT

Because they were able to reach more of their constituents with Facebook ads, they were able to significantly increase awareness of their campaign. As a result, the client received a 120% increase in donations compared to previous campaigns.

MATCH RATE  
BEFORE



15%

MATCH RATE  
AFTER



70%

