



InMobi Helps Local Voices Reach Millions of Young Voters Through Mobile Apps and Connected TV

Local Voices, a Democratic Super PAC dedicated to increasing voter turnout and persuasive political messaging, partnered with InMobi to run an innovative video advertising campaign featuring leading TikTok creators during the 2020 presidential election. The campaign was a huge success, helping Local Voices reach and influence voters through their favorite mobile apps.



Key Results



9M

From Oct. 16 to Nov. 3, Local Voices ads were **viewed to completion 9 million times.**

30%

People who saw a **Local Voices ad** were **11% more likely to vote** and **30% more like to vote for Joe Biden** compared to people who didn't see their ads.



The ads, which linked to vote.org, **were clicked on over 30,000 times.**

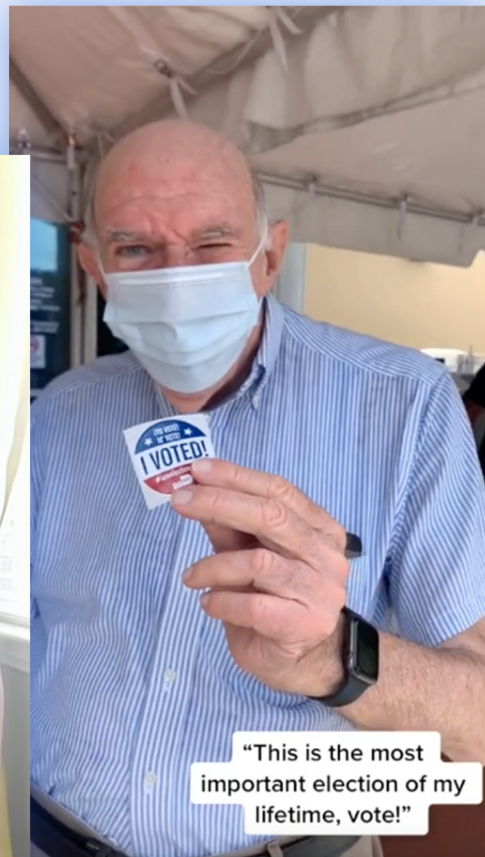


86% of people who saw the ads watched them to the end, significantly higher than the average political benchmark of **70%.**

WHO VOTE MATTER
YOUR VOTE MATTER



LOCAL VOICES



About Local Voices

Founded in 2008 by Emmy-nominated documentary filmmaker Lee Hirsch, Local Voices is a Democratic Super PAC that offers a unique and effective political advertising model. Over the last four Presidential election cycles, Local Voices has produced and aired over 150 positive campaign ads, historically focusing on authentic working class voters, winning top industry honors, and votes for the Democratic ticket.

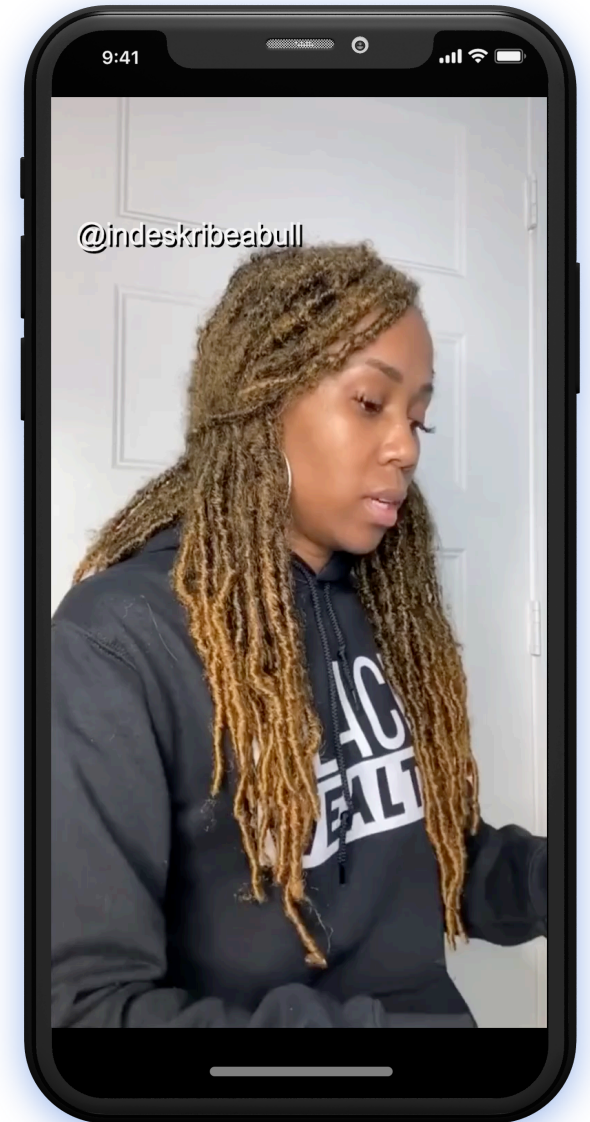
In 2020, Local Voices applied their strategy of cultivating and lifting up compelling, authentic messengers to TikTok creators. Aware of TikTok's permanent ban and Facebook and Google's interim ban on political advertising, Local Voices found the most interesting TikTok creators and worked with InMobi to tailor their TikTok content to reach millions of users digitally via Mobile Apps and CTV. **With Local Voices' guided messaging over 40 ads were curated and distributed in less than a month reaching 9 million views.**

INMOBI

Campaign Overview

During the 2020 presidential election campaign, **Local Voices wanted to reach younger men and women between the ages of 18 and 30 who lived in the battleground states of Georgia, Pennsylvania, Texas, Florida, Iowa, North Carolina, Wisconsin, Michigan and Ohio.** The goal of the campaign was to encourage target individuals to vote for the Biden/Harris ticket.

In addition to targeting by age and state, Local Voices was specifically interested in reaching individuals with a high propensity for supporting similar causes – in this case college graduates, people with more progressive politics and African-Americans. Overall, **InMobi's first-party data was critical to ensuring that Local Voices could reach the best audiences.** Custom audiences were developed using mobile-first insights related to location, app ownerships, demographics and technographics (targeting based on technology used by the end user).



Campaign Overview

InMobi DSP helped Local Voices reach their target audiences through the apps they use the most, primarily **mobile gaming apps**. In addition, InMobi helped Local Voices reach young voters **through connected television (CTV) apps**.

To best appeal to these potential voters, **Local Voices teamed up with 40 influencers and creators with followings on TikTok**. Local Voices provided guidance for messaging and edited selected content to maximize persuasive effects and length. The vertical video ads ranged in tone from serious to humorous, featured speakers of a variety of backgrounds and were between eight and 33 seconds long.



Campaign Overview



Local Voices also leveraged InMobi Pulse, InMobi's mobile market research solution, to understand the impact of the ad on key campaign metrics. 518 users were sampled; a control of 258 and an exposed group of 258. The goal of this research was to uncover if those exposed to their ads were more likely to register, vote, or to seek additional information as well as **how the creative resonated based on performance across several evaluation metrics.**

Local Voices was particularly focused on video ad completion rates, as they **wanted to make sure the ads were watched in full.** They were concerned that the ads would not be effective unless their target audiences viewed them through the end.

Campaign Results

Overall, the campaign was a huge success. Across the entire campaign, **the average video ad completion rate in-app was over 83% — a far higher number than what Local Voices saw on Facebook.**

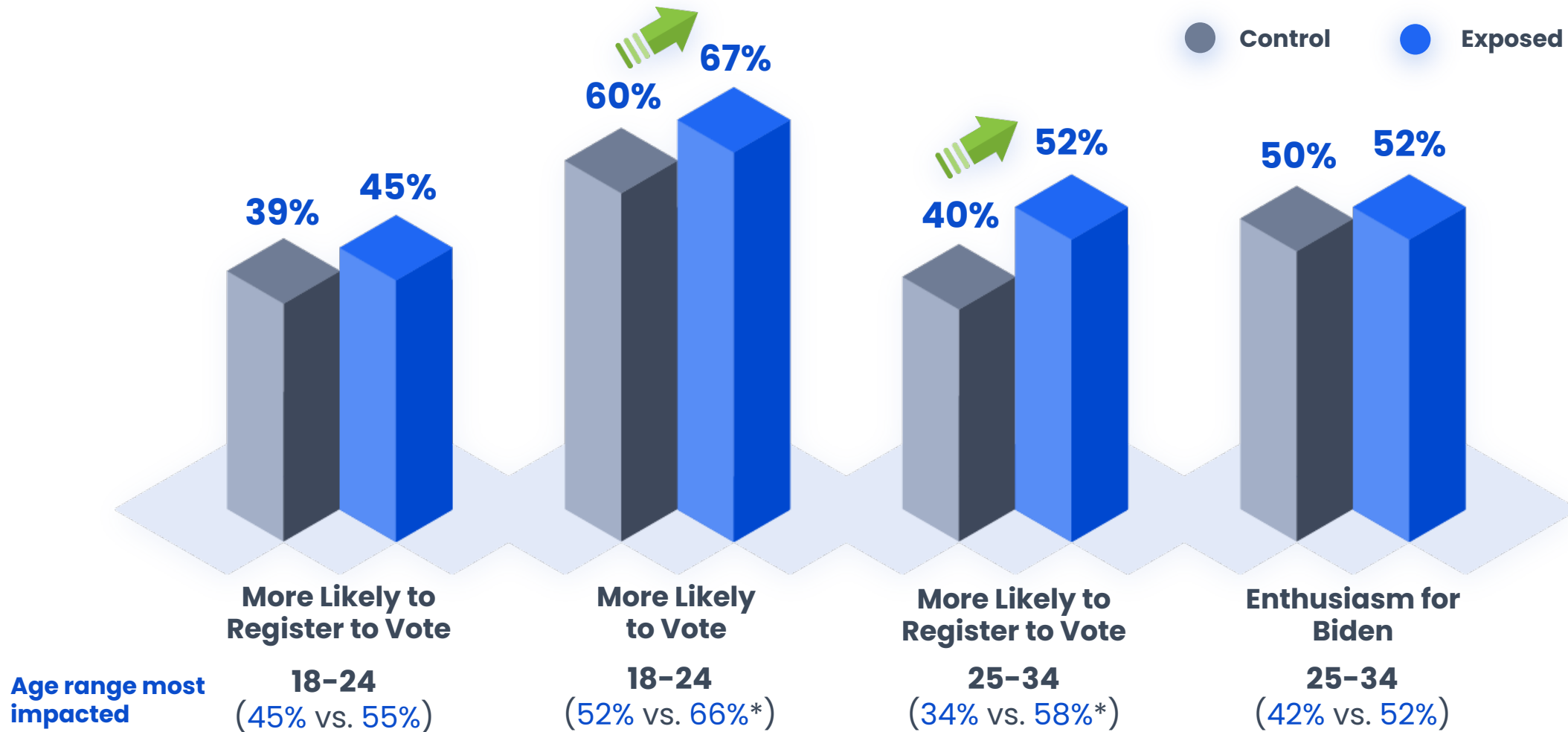
Thanks to the InMobi Pulse research, Local Voices was able to determine just how effective the campaign was at driving action. The survey showed that people who saw the ads were significantly more likely to search for voting information, register to vote and cast a vote for the Biden/Harris ticket compared to those who didn't see the ads.

The research proved that the campaign was especially impactful for Gen Z voters (people between the ages of 18 and 24). **Local Voices increased likelihood of Gen Zers to “Register to Vote” from 45% to 55%.** And in voters ages 25 to 34, **“Voting for Biden” went from 34% to 58% surveyed.**



Campaign Results

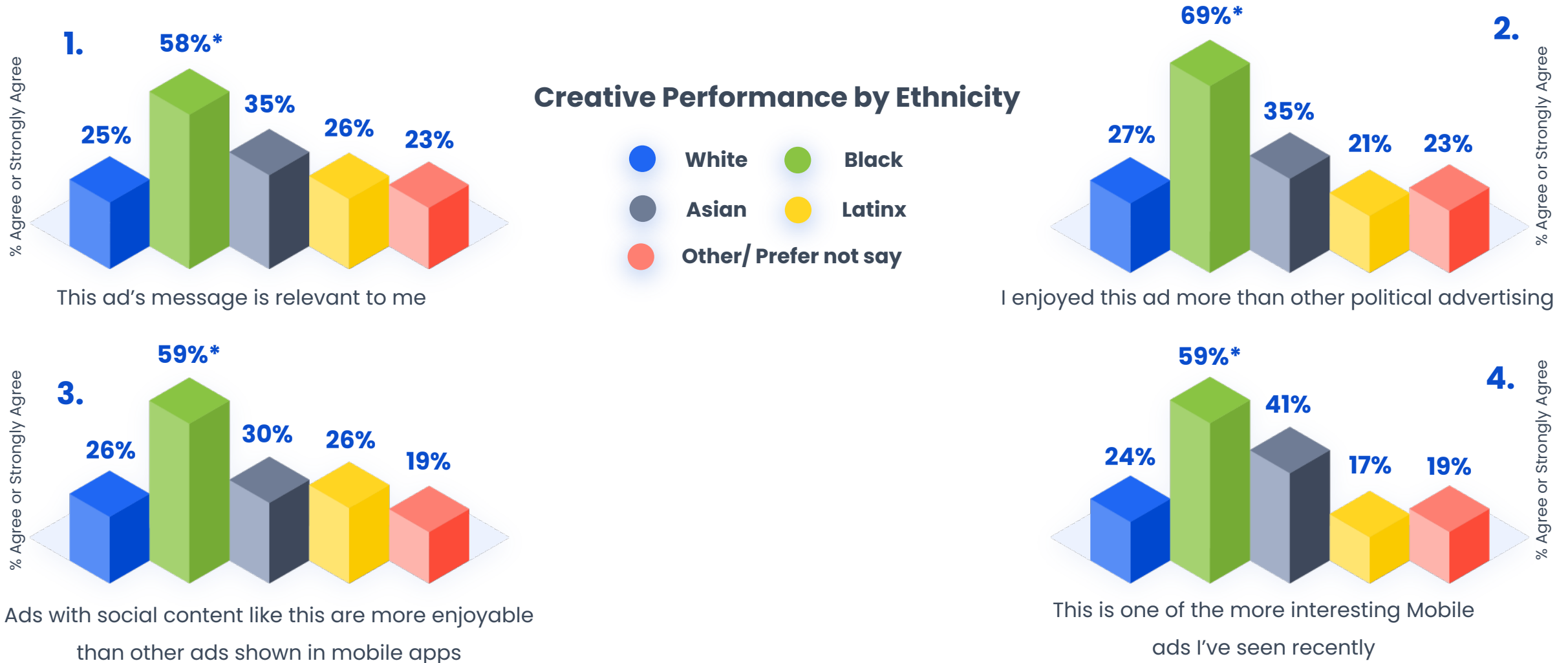
Local Voices' Pro-Biden Social Video campaign improved all metrics, including significant increases to likelihood to vote and vote for Biden.



n=516; ↑ or * indicates statistically significant difference at a 95% CL Q. How likely are you to register to vote in the near future? Q. How likely are you to vote in the upcoming 2020 Presidential Election? Q. How likely are you to vote for Joe Biden in the upcoming 2020 Presidential Election?

Campaign Results

The research also proved that the campaign was especially impactful for African-American voters. Using tailored content, Local Voices saw a broad lift with African-American voters in key cities such as Atlanta, Detroit and Philadelphia.

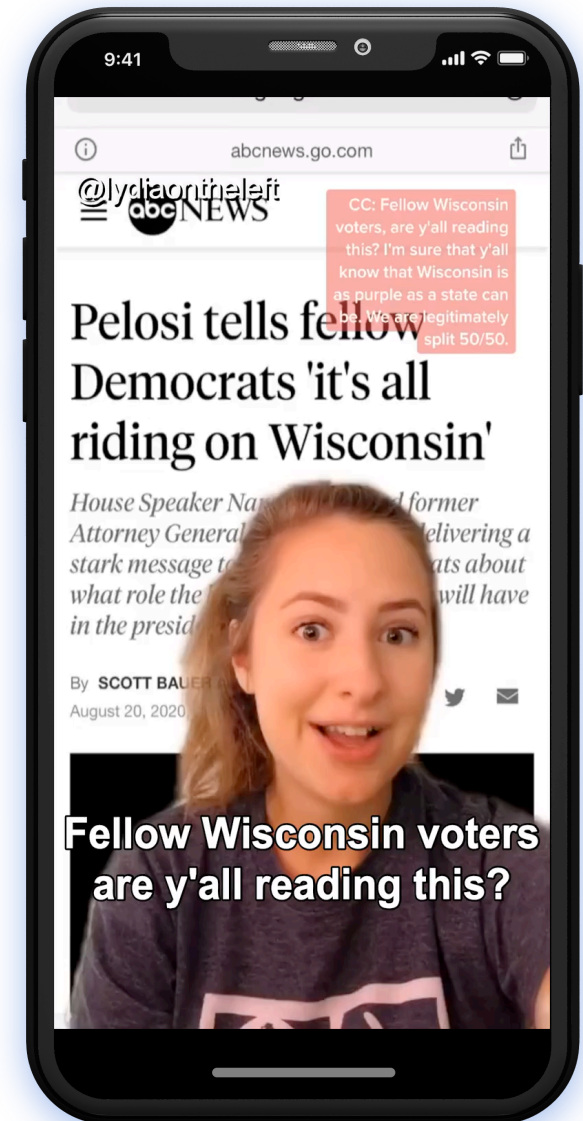


Campaign Results

From Oct. 15 – Nov. 3, **they saw over 10 million ad impressions and close to 9 million total video ad views.** In addition, **their ads, which linked to the voter registration site Vote.org, were clicked on over 30,000.**

With their campaign with InMobi, **not only could they be certain that the ads were viewed to completion, but their cost per completed video view with InMobi was far lower than what they saw from their social media advertising efforts** (InMobi provided a **65% lower cost per completed video ad view** than Facebook).

The campaign was also particularly effective on CTV. **They saw over 1.5 million CTV ad impressions** between October 15 and November 4, **with video completion rates over 99%.**





The support, reach and targeting of InMobi helped to ensure that Local Voices could successfully scale its voter outreach efforts on mobile apps and CTV, while also providing insights on the lasting value of the campaign.



As a small super PAC with a modest budget, we are laser focused on impact. That often means getting to voters in new and fresh ways. We turned to InMobi after experiencing ads that I was seeing in games that I play. I kept thinking the content we are producing could reach more voters and give them a little bit of fun and emotion in a gaming experience where the ads are often for other games. What we've seen from InMobi's in-app audiences has far surpassed the reach, completion and click-through rates we have achieved on any other platform. Their customer service and in-app acumen has been genuine and strategic, and has ensured that hundreds of thousands of young people are inspired and ready to vote in this momentous election

- Lee Hirsch, Creative Director of Local Voices and Emmy-winning Director of the Documentary BULLY