

CASE STUDY

PUBLIC AFFAIRS INFLUENCER

A public affairs agency approached Cross Screen Media to help their client kill discussions of a particularly harmful piece of legislation within the White House. Cross Screen Media used its custom influencer data to build and target an audience of White House appointees, executive branch employees & staffers, and administration donors/influencers with awareness/persuasion ads via CTV and digital channels to halt further discussion.

INFLUENCER AUDIENCE CONSUMPTION HABITS

CSM placed CTV and digital ads over a two-week flight based on consumption data for the target audience to deduplicate reach and maximize frequency, and supported the agency's TV buyer with analytics identifying over-indexed programs.

Influencers		CTV Tiers		
		Heavy	Light	None
TV Tiers	Heavy	8%	9%	11%
	Light	11%	13%	12%
	None	10%	13%	14%

Geography:
WH Exec, etc, in Wash. DC
DMA

Audience Name:
Influencers
Total Audience:
5,682

Reachable on TV:
3,572 (63%)

Reachable on CTV:
3,618 (64%)

Exclusively Reachable on CTV (No TV):
1,340 (24%)

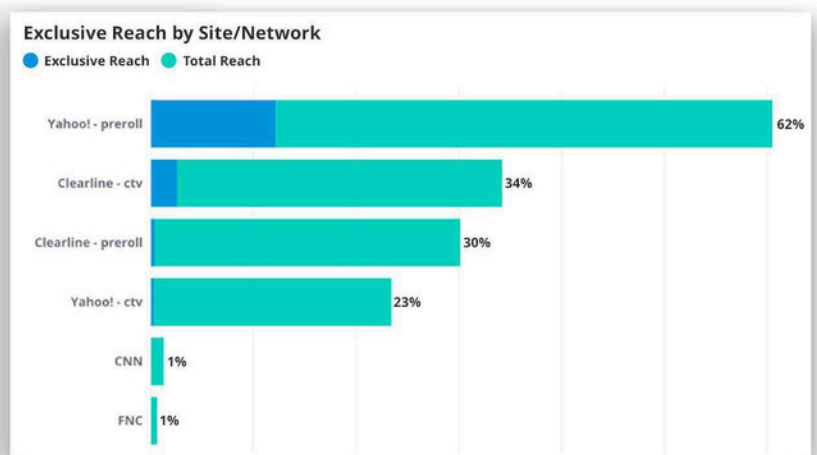
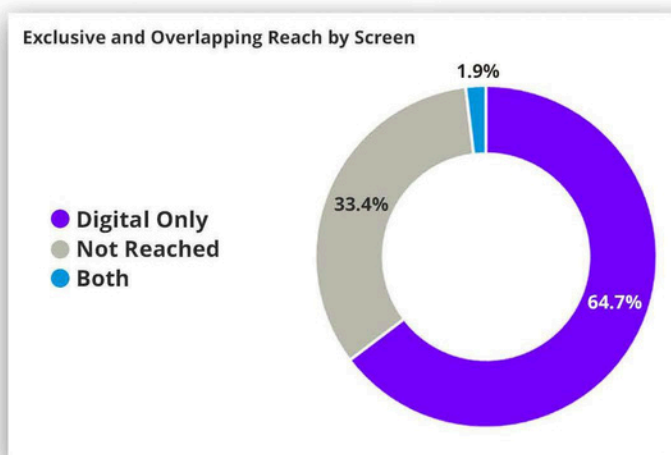
34% are heavier consumers of CTV than TV.

13% are equally reachable on CTV and TV.

14% are unreachable on both CTV and TV.

PERFORMANCE

67% of the target audience was reached at an **avg. frequency of 15** with 2% of reach from Cable and **65% from digital/CTV**.



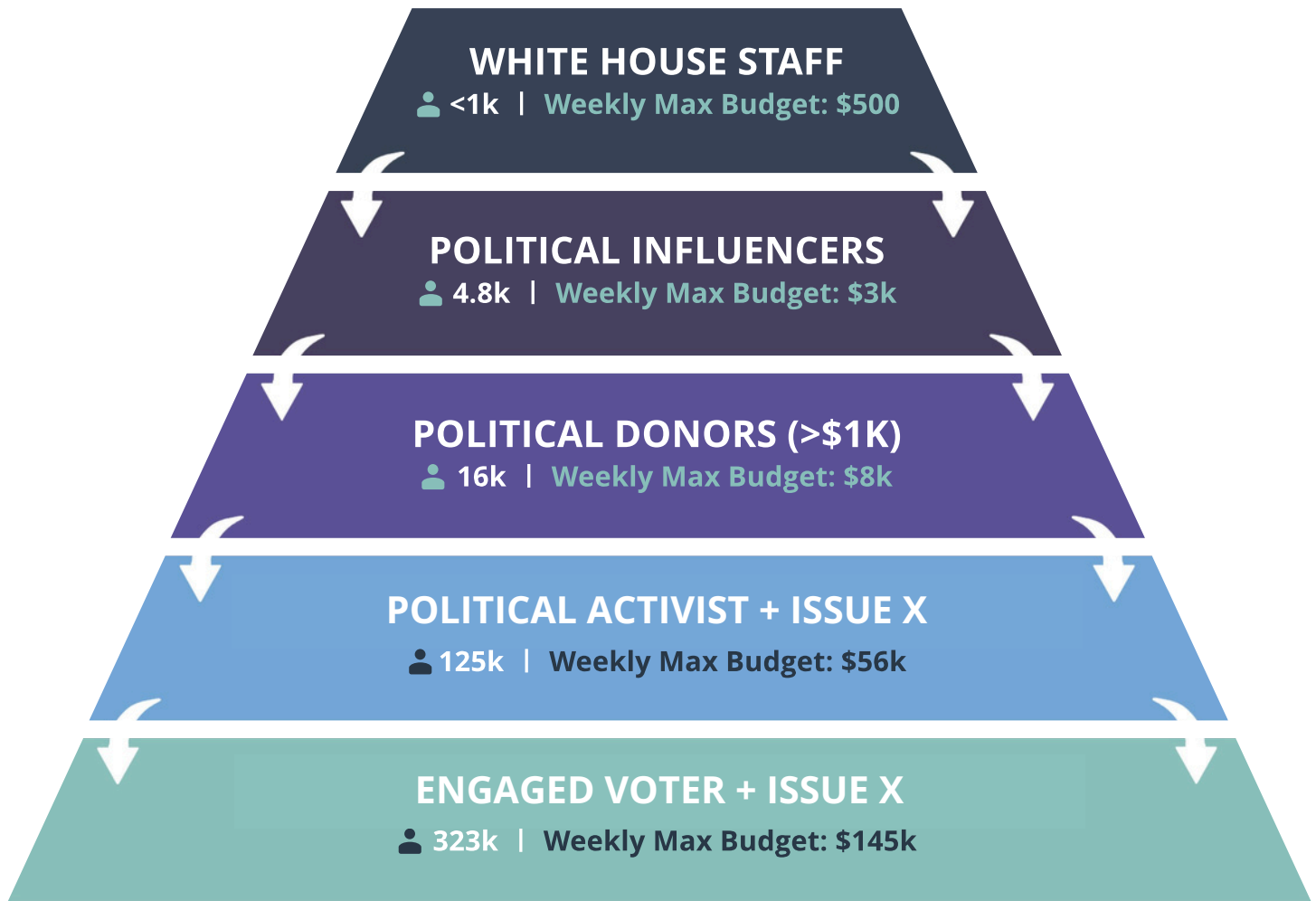
RESULTS

The ad campaign quickly gained such high visibility inside the White House, causing a stir with senior staff, that the ads had to be pulled down and the administration shut down further discussion. Not only did Cross Screen Media's involvement deliver immediate results for the agency partner, but it led to incremental budget allocation for this on a grassroots level as well as future advocacy efforts.

The second component of this initiative was waterfalloing the budget down to target activists and highly engaged voters in the target districts of key legislators. This tiered audience targeting strategy maximizes political influence while optimizing budget allocation by starting with the most concentrated decision-makers and then scaling out to create constituent pressure that reinforces the political messaging.

TIERED AUDIENCE STRATEGY

Expanding reach to all key segments results in the maximum impact. White House staff and influencers were the primary target, but broadening the initiative to the target districts allowed them to tap into grassroots support and form a comprehensive advocacy campaign.



RESULTS

On top of the high frequency seen from the direct influencer ads, the ads targeting grassroots supporters in the key districts were successful in complementing the earned media plays and coalition building the agency was also developing—creating a multi-faceted pressure campaign.