

# A tight, female-only race for governor

How MiQ helped  
Democratic incumbent  
Gretchen Whitmer win the  
first female-only, and very  
tight, race for Michigan  
governor against  
Republican opposition  
Tudor Dixon.

Discover how we did it

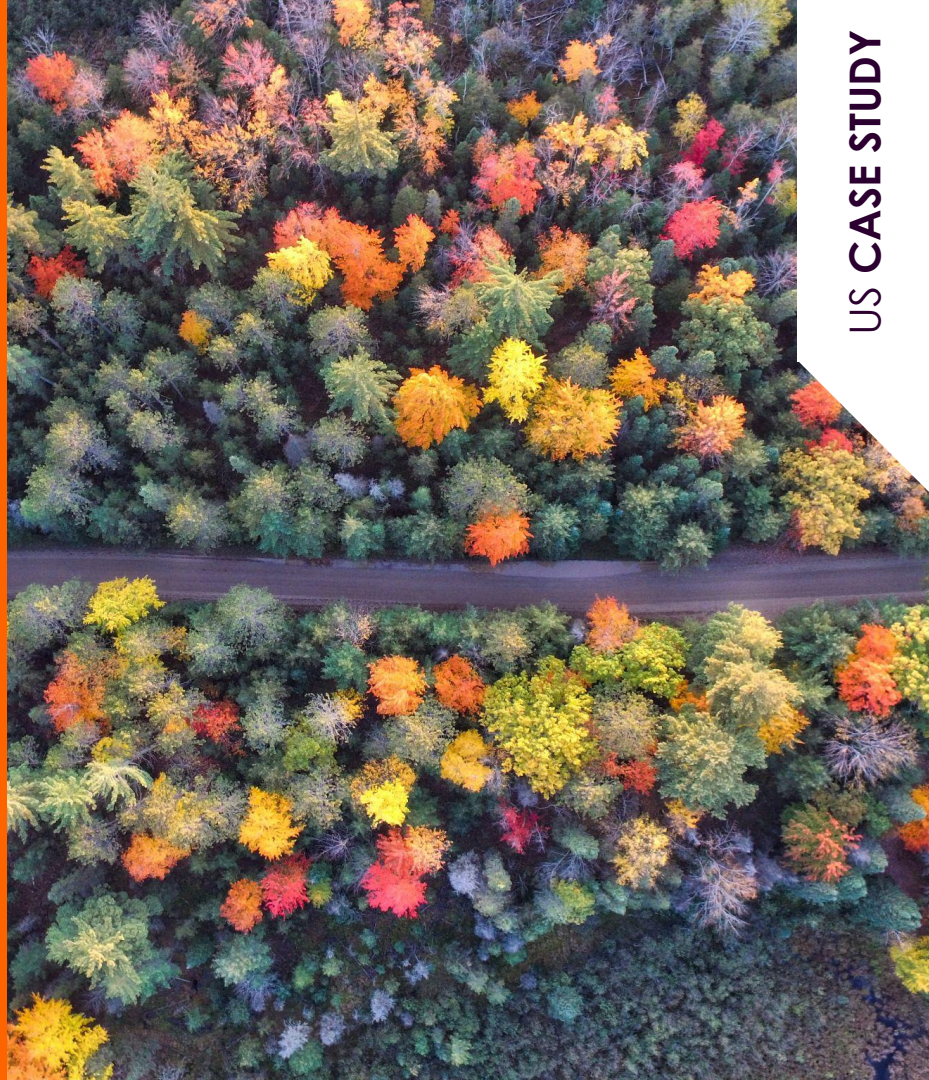
- Launch a winning, integrated TV and digital strategy and raise awareness of Gretchen Whitmer's campaign for this historic event in a battleground state.
- Help find an innovative partner that would determine where and how political TV was being consumed by the audiences identified as most persuadable (Adults 35+, African Americans 35+, Women 18-50).
- MiQ found a global programmatic media partner, and could access their premium ACR database. It offered the only real-time, cross-channel analytics dashboard purpose-built for political campaigns & the most robust political ads library available to date.

# GOALS



- MiQ used the partner ACR database to optimize a 360-degree TV approach with two major components:
- **Frequency optimization:** Using custom 1:1 audience segments MiQ filled in measurement gaps from traditional TV. If traditional TV viewers only saw an ad 3X or fewer times - MiQ supplemented the number of times it reached them by 7-9X. MiQ targeted those with a low TV frequency by increasing their exposure to digital ads and excluded users saturated with linear TV impressions.
- **Incremental reach:** Since 43% of the Michigan population stream TV, and won't see traditional TV ads, MiQ analyzed penetration numbers and shifted this budget to programmatic streaming. To successfully optimize Whitmer's campaign reach, MiQ targeted voters who hadn't seen the campaign's linear TV ads, and those served competitor spots or Political Action Committee ads.

# SOLUTIONS



- We helped secure the win by 11 points for Gretchen Whitmer against Tudor Dixon for governor of Michigan .

**60%**

of Whitmer for MI Ad Viewers were seeing an ad from that campaign at an ~2x frequency or lower.

**+15x**

was the additional frequency MiQ was able to deliver against low-frequency target audiences.

**345,633**

households were reached programmatically including ones that had likely seen a GOP spot

# RESULTS

