

# AlephAPI Precision Targeting

→ Save 85% per ad impression on a primary voter.

→ Make each of your dollars go 6x as far as your opponent's.

CASE STUDY: AlephAPI's Precision Targeting product increases the value of your advertising dollars by eliminating wasted ad impressions (ad impression made on voters who will not vote in the primary). AlephAPI's Precision Targeting product was applied to all 27 Florida congressional districts to predict which voters would vote in each major party's 2018 primary. The performance of AlephAPI's Precision Targeting product is evaluated using two criteria, "value" and "coverage", defined as follows:

$$\text{value} = \frac{\text{Ad impressions on primary voters per dollar spent using AlephAPI Precision Targeting.}}{\text{Ad impressions on primary voters per dollar spent using random targeting.}}$$

coverage = The percentage of primary voters reached.

Averaging over 54 cases (27 districts with two partisan primaries each), AlephAPI's Precision Targeting product achieves an average value of 6.5 at 60% coverage, 5 at 80% coverage, and 4.5 at 95% coverage. These results are summarized in the plots below:

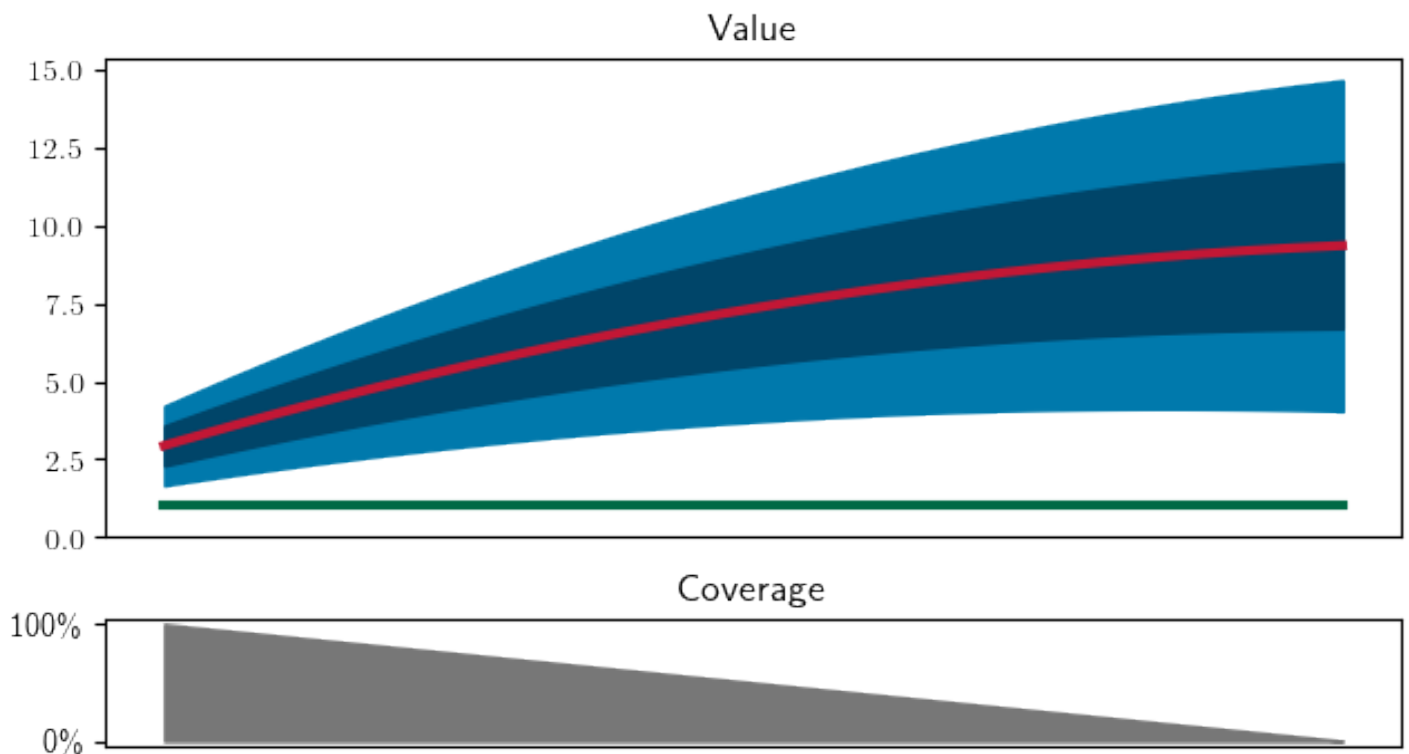


Figure 1: The average value achieved by AlephAPI's Precision Targeting product is plotted in red, with ranges within one and two standard deviations plotted in dark blue and light blue respectively. For comparison, the value achieved by a random targeting strategy is plotted in green.



Figure 2: The value of one dollar spent using AlephAPI's Precision Targeting product is represented by the circle on the left. The value of one dollar spent using a random targeting strategy is represented by the circle on the right. AlephAPI's Precision Targeting product makes every advertising dollar you spend worth more than \$6 spent by an opponent using a random targeting strategy.