

2024 SBE Maryland General Election

Integrated Marketing Campaign Results

Prepared by Mission Agency

Campaign Strategy Overview

A paid media campaign, VOTE!MD was launched to boost voter awareness and participation in Maryland's 2024 General Election on November 5, 2024. The campaign unfolded in three phases, leveraging a range of communication channels to engage Marylanders and encourage turnout.

Phase 1: Register to Vote

This phase encouraged non-registered Marylanders to complete their voter registration before the deadline, focusing on clear messaging about registration steps, eligibility requirements, and available voting methods.

Phase 2: Ways to Vote

This phase educated voters on the various ways to cast their ballots, emphasizing vote-by-mail, drop boxes, and in-person voting options during early voting and on Election Day.

Phase 3: Early Voting & Election Day

The final phase focused on driving turnout by reminding voters of early voting dates and the November 5th Election Day. Messaging emphasized verifying and updating voter information, locating polling places, and utilizing same-day voter registration during early voting and on Election Day.

Creative Strategy

This year's campaign aimed to highlight Maryland thought leaders and community members, encouraging others to participate in the 2024 General Election. The creative assets were designed to deliver key election information and deadlines while directing voters to the **VOTE!MD** landing page for further details. The landing page - <https://elections.maryland.gov/elections/vote2024> - served as a central communications hub, collecting audience data and tracking Key Performance Indicators (KPI) metrics.

Messaging

Messaging, such as “**Use Your Voice. Use Your Vote**”, provided an emotional appeal, serving as a rallying cry for Marylanders to take action. The campaign highlighted the personal and collective power of voting, encouraging residents to make their voices heard, regardless of their political beliefs.

Budget Breakdown and Overall Allocation

Medium	Spend	% Allocation
Broadcast TV	\$24,195	10%
Connected TV	\$65,000	28%
Radio	\$37,040	16%
Print & Publisher	\$26,725	12%
Digital	\$197,743	56%
Total	\$350,703	100%

Traditional Media Overview (TV, Radio & Print)

TV, radio, and print media were utilized to expand the campaign’s reach and build comprehensive awareness across multiple platforms. Budgets were strategically allocated to ensure widespread messaging coverage throughout Maryland. Key outlets were chosen in each of the state’s core markets based on their reach and audience engagement.

Traditional media messaging emphasized the three voting methods and their associated deadlines. For both radio and TV, two distinct spots were created: the first highlighted the three voting options along with early voting dates, while the second focused on the final voting deadline.

Broadcast TV Allocation

Broadcast television ads aired from October 24 to November 5, 2024, featuring two distinct spots produced by Mission. The first spot, running from October 24 to October 31, highlighted

the early voting dates. The second spot, airing from November 1 to November 5, focused on the final voting deadline.

Media	Market	Impr. (000)	CPM	# of Spots	Spend	% Allocation
WBOC	Eastern Shore	358.8	\$13.92	34	\$4,995	21%
WBAL	Baltimore	612.6	\$11.75	20	\$7,200	30%
WRC	DC	486.6	\$16.44	7	\$8,000	32%
WDVM	Hagerstown	183.5	\$21.80	47	\$4,000	17%
Total	–	–	\$15.98	108	\$24,195	100%

Connected TV Allocation

Connected TV ads aired from October 24 to November 5, 2024, featuring two spots produced by Mission. The first spot, running from October 24 to October 31, highlighted early voting dates, while the second, airing from November 1 to November 5, emphasized the final voting deadline.

Media	Market	Impr.	CPM	Spend	% Allocation
Comcast (EffectTV)	Maryland	1,035,986	\$27.64	\$25,000	38%
Peacock	Maryland	90,909	\$55	\$5,000	8%
NBC Universal (News Bundle)	Maryland	111,111	\$45	\$5,000	8%
Hulu	Maryland	313,479	\$31.90	\$10,000	15%
ABC	Maryland	151,514	\$19.80	\$7,000	11%
ESPN	Maryland	198,864	\$35.20	\$3,000	5%
Total	–	–	\$35.76	\$65,000	100%

Radio Allocation

Radio ads aired from October 24 to November 5, 2024. Mission produced two versions of a 30-second spot, tailored to align with the demographics of each station. One version highlighted the early voting period, while the other focused on the final voting deadline. Additionally, please

note that public radio stations required 15-second spots, which were read on air by the announcer.

Media	Market	Impr.	# of Spots	Spend	Allocation %
WYPR	Baltimore	411,000	60 (:15 underwriting)	\$6,000	14%
WBAL/98 Rock	Baltimore	569,100	114 (across both stations)	\$6,120	15%
iHeart Media	Baltimore	267,000	174 (across all stations)	\$3,410	8%
WAMU/WRAU	DC/Salisbury	793,028	39 (:15 underwriting)	\$7,510	18%
WTOP	DC/Salisbury	641,500	43	\$6,000	14%
WBAL/WIYY Sports Buy	Baltimore	131,400	28	\$8,000	19%
Total	–	2,813,028	458	\$37,040	100%

Print & Publisher Allocation

Print ads ran from October 24 to November 5, 2024, highlighting the early voting period, the different ways to vote (by mail, dropbox, in-person), and the final voting deadlines. In addition, small digital runs and email blasts were secured for The Baltimore Sun, Baltimore Banner, and the Washington Post.

Media	Market	Placements	Spend	Allocation %
Baltimore Sun	Baltimore Anne Arundel Harford Carroll County Towson Howard County Maryland	3x print ads in the Baltimore Sun 1x print ad in the Capital 1x print ad in the Aegis 1x print ad in the Carroll County Times 1x print ad in the Towson Times 1x print ad Carroll County Times Digital display ads with over 200,000 estimated impressions	\$10,875	41%

Washington Post	Maryland	2x print ads in the Thursday Local Living Maryland Section 2x WP+ Impact Email with over 100,000 estimated impressions	\$7,850	29%
Baltimore Banner	Maryland	Digital display ads with over 300,000 impressions 1x Email blast to the Baltimore Banner newsletter subscriber list with over 79,000 estimated impressions	\$8,000	30%
Total	–	–	\$26,725	100%

Email Blast	Sends	Opens	Open Rate	Clicks	CTR	Advertiser CTR Benchmark
Washington Post - Email	98,750	19,131	19.37%	2,254	2.28%	2%
Baltimore Banner - Email	168,005	62,676	37.31%	922	0.55%	0.50%
Total	266,755	81,807	28.34%	3,176	1.42%	1.25%

Paid Digital Overview

Digital campaigns ran from August 21 to November 5, 2024, at 8:00 pm, supporting the Maryland State Board of Elections' voter education and awareness efforts for the General Election. The campaign used a multi-channel approach with phased messaging to reach adults across the state. Social channels specifically targeted the 18-44 age demographic, while regional segmentation ensured that all Marylanders were equally reached.

The campaign messaging was segmented into three phases:

- Register to Vote:** This phase ran from August 21st through October 23 (64 days). Messaging encouraged Marylanders to register to vote, with secondary messaging reminding users to update their voter information and informing them of voting methods and key deadlines. Ads were targeted to adults 18+ (with social channels focusing on the 18-44 age group), excluding registered voters from the provided list.

- **Ways to Vote:** Running from August 21st through October 23 (64 days), this phase emphasized the three voting methods: early voting, voting by mail or dropbox, and in-person voting on Election Day. Secondary messaging reminded users to update their voter information and highlighted key voting deadlines. Ads were served to all adults 18+ (social channels focused on the 18-44 age group).
- **Early Voting & Final Voting Deadline:** The final phase ran from October 24 through November 5 at 8 pm (13 days). Early Voting ran from 10/24 through 10/31, with Final Voting messaging running from 11/1 through 11/5. Messaging urged Marylanders to vote, with secondary messaging informing them of voting options and tertiary messaging reminding users to update their voter information and find a polling location. Ads were targeted to all adults 18+ (social channels focused on the 18-44 age group).

*** Please note that for all campaign phases, messaging points associated with deadlines were removed from the campaign once the deadline passed.*

Paid Digital Media Performance Highlights

- Digital ads generated 26,151,792 impressions, 351,588 clicks, and 7,287,337 video plays, driving 292,343 users to the VOTE!MD landing page, where they spent an average of 2 minutes engaging with the content.
- Facebook & Instagram were the top platforms for driving awareness, reaching 2.83 million Meta accounts and delivering 10.6 million impressions.
- Google Search was the most effective for driving engaged traffic, generating 277,000 sessions to the website.

Digital Budget Breakdown

Channel	Spend	% Allocation
Google Search	\$37,971.81	19%
Facebook & Instagram	\$33,692.56	17%
Snapchat	\$32,958.30	16%
YouTube	\$25,946.56	13%
Programmatic Audio	\$25,001.84	13%
GroundTruth	\$23,756.55	12%
Programmatic Display	\$20,498.95	10%
Total	\$199,826.57	100.00%

- **GroundTruth** is a versatile media platform that enables advertisers to deliver targeted advertising campaigns across multiple screens. By leveraging advanced location and audience targeting capabilities, GroundTruth facilitates the deployment of display and video assets, ensuring that campaigns reach the right audience at the right time for maximum impact.
- **Programmatic audio and display:** is a data-driven, auction-based method for purchasing digital ad placements across web, mobile, and other platforms. By using algorithms and machine learning, programmatic advertising ensures that ads are delivered to the right audience at the optimal time and cost. This approach provides advertisers with access to a vast range of media placements, streamlining the process without the need for individual media buys.

Market	Spend	% Allocation
Central	\$62,114.83	39%
Southern	\$60,541.32	38%
Western	\$17,531.84	11%
Northern	\$9,555.60	6%
Eastern	\$9,556.60	6%
Total	\$159,300.19	100.00%

**Note: The table above does not include Paid Search data.*

Digital Media Performance by Channel

Channel	Clicks	Video Plays	Impressions	CPM
Google Search	278,195	—	931,245	\$40.78
Snapchat	43,540	142,736	1,061,991	\$31.03
GroundTruth	20,557	886,904	3,098,831	
Facebook & Instagram	5,621	5,100,149	10,678,638	\$3.16
YouTube	2,468	1,157,548	6,137,706	\$4.23
Programmatic Display	1,041	—	3,437,383	\$5.24
Programmatic Audio	166	—	805,998	\$31.02
Total	351,588	7,287,337	26,151,792	\$7.54

Digital Media Performance by Market

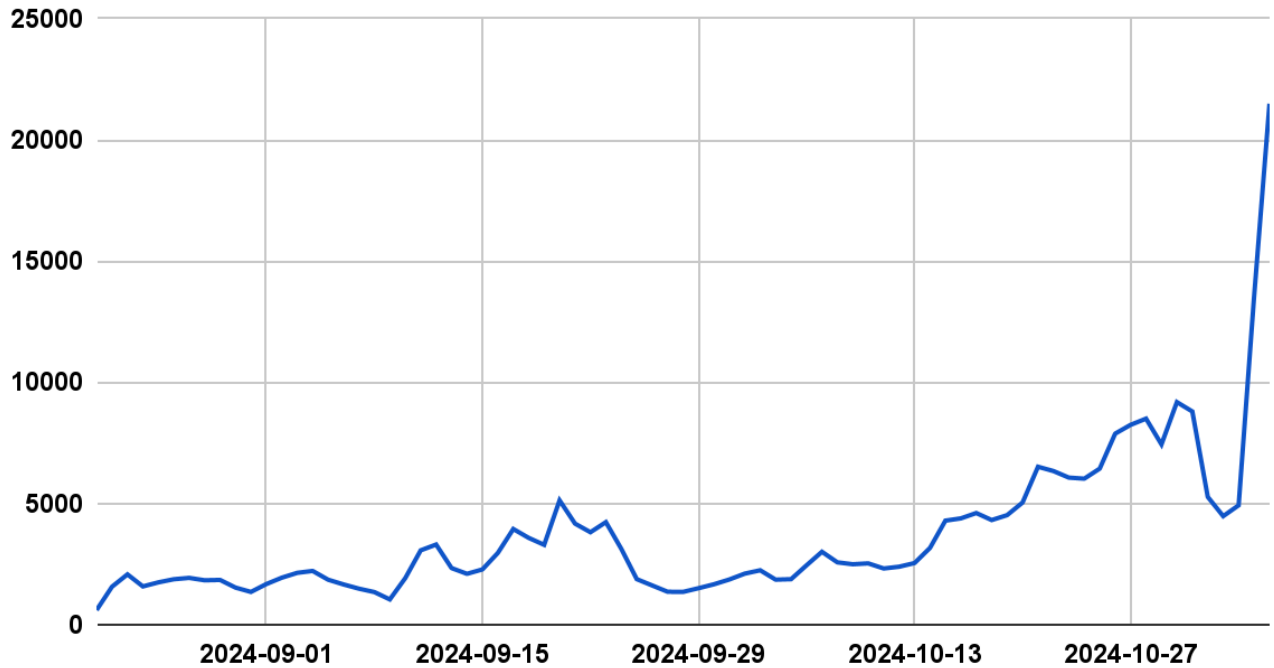
Channel	Clicks	Video Plays	Impressions	CPM
Central	26,168	2,887,968	8,869,704	\$7.00
Southern	26,051	2,462,179	8,722,268	\$6.94
Western	8,572	635,519	2,455,790	\$7.14
Eastern	5,311	443,704	1,470,180	\$6.50
Northern	5,125	432,282	1,455,529	\$6.56

**Note: The table above does not include Paid Search data.*

Channel Performance Highlights

Google Search: text ads targeted users searching voting-related queries across Google's search engine. Google Search achieved the highest on-platform engagement, driving 278,195 clicks (29.87% click-through rate) at the lowest cost per click (\$0.14). Search volume increased throughout the campaign, with a significant spike on Election Day. Ads maintained a strong 25% impression share and appeared at the top of search results 60% of the time. The top performing search keywords included "where to vote," "Maryland early voting locations," "Maryland voter registration," "request mail-in ballot," "voting," and "register to vote Maryland."

Search Traffic By Day



- **Phase 1 & 2:** ran from August 21st - October 23rd
- **Phase 3:** ran from October 24th - November 5th

Facebook & Instagram served static and video ads to users browsing their social feeds, reaching 2,837,567 users and driving 10,678,638 impressions at the lowest CPM (\$3.16). Social ads also drove the highest number of video views (5,100,149). Over the course of the campaign, social ads generated 197,394 post engagements, with video ads outperforming static ads. Engagement was higher on Instagram than Facebook.

Snapchat short-form video ads ran in story placements, primarily targeting a younger audience. These ads achieved 1,061,991 impressions with a higher CPM of \$31.03, influenced by the increase in political advertising on Snapchat.

Programmatic Display gif ads reached a broad audience with 3,437,383 impressions at an effective CPM of \$5.24.

Programmatic Audio ads, served across Spotify, iHeartMedia, and Pandora Radio, reached 805,998 impressions at a higher CPM of \$31.02, driven by the rise in political ad spend.

YouTube ads (15-second, 30-second, and YouTube Shorts skippable video ads) garnered 1,157,548 views, with users engaging more with shorter ad formats.

Landing Page Performance

In addition to the development of this year's campaign, Mission repurposed the primary campaign landing page to reflect general election messaging, which included a voting checklist, information on the ways to vote, sample ballots and important voting deadlines. The website was available in English and Spanish.

The below website analytics were gleaned from the campaign.

Digital Media

Channel	Pageviews	Sessions	Users	Avg. Session Duration	Events (Button Clicks)
Google Search	301,847	277,713	222,212	00:02:29	112,435
Snapchat	41,144	39,830	36,191	00:00:11	140
GroundTruth	16,806	16,745	16,577	00:00:05	3
Facebook & Instagram	9,849	9,594	9,606	00:00:04	235
Programmatic Display	3,448	3,430	3,314	00:00:10	40
Programmatic Audio	177	174	168	00:00:30	7
YouTube	469	430	375	00:00:43	22
Total	373,740	347,916	255,443	00:02:00	112,882

Digital Publisher Media

Channel	Pageviews	Sessions	Users	Avg. Session Duration	Events (Button Clicks)
Baltimore Sun	506	478	444	00:00:35	13
Baltimore Banner	297	287	266	00:00:46	13
Total	803	765	710	00:00:38	26

Email	Pageviews	Sessions	Users	Avg. Session Duration	Events (Button Clicks)
Washington Post - Email (English)	4,198	4,036	3,924	00:00:59	885
Washington Post - Email (Spanish)	34	34	34	00:01:05	13
Baltimore Banner - Email	289	287	262	00:01:47	49
Total	4,521	4,357	4,220	0:01:01	947

Landing Page Performance Highlights

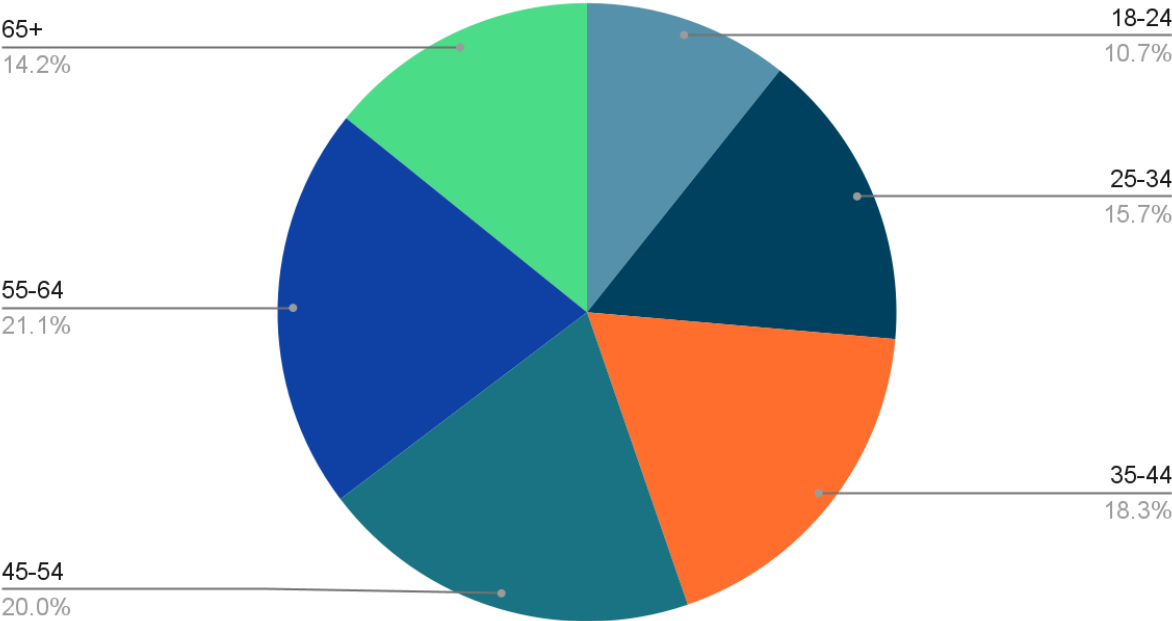
Digital campaigns drove 292,343 users to the VOTE!MD landing page, generating 378,799 pageviews. Traffic increased steadily throughout the campaign, with the largest spike occurring on Election Day.

Email buys with *The Washington Post* and *Baltimore Banner* contributed over 4,500 pageviews, while publisher-direct buys with *The Baltimore Sun*, and the *Baltimore Banner* resulted in 803 pageviews.

Google Search accounted for 80% of the campaign traffic, proving the most cost-effective channel for driving highly engaged users, with an average session duration of 2 minutes and 29 seconds. The landing page received over 113,000 button clicks, with the majority of interactions focused on early voting, dates and deadlines, registration, and finding polling locations.

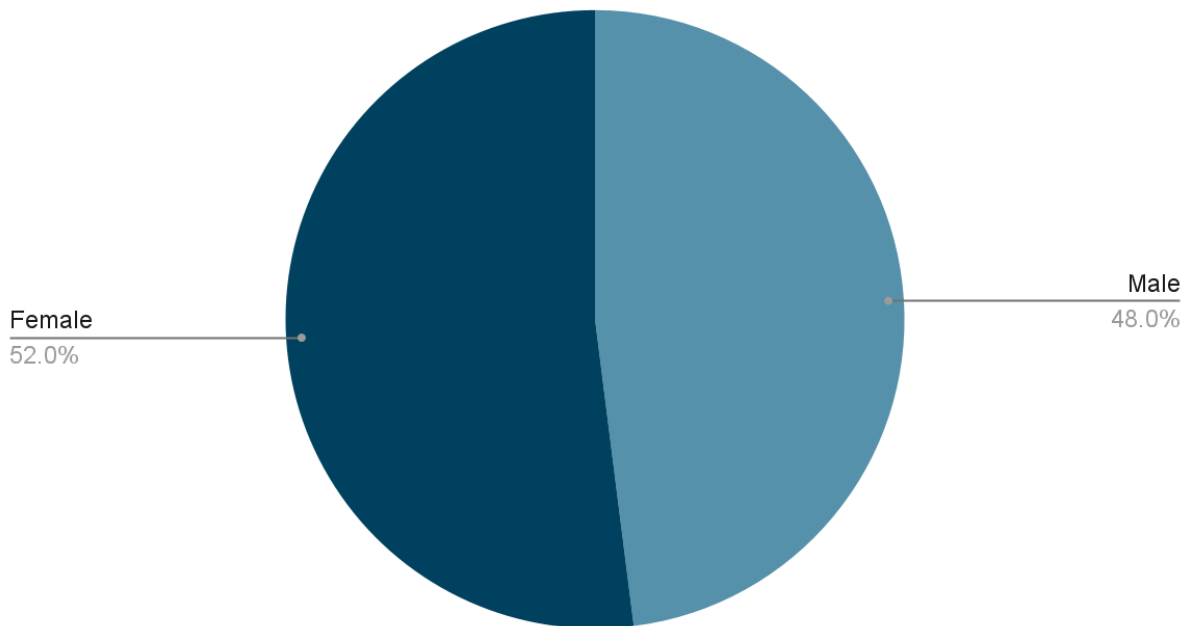
Demographic Landing Page Performance

Landing Page Users by Age



- The largest proportion of landing page users fell within the 55-64 age bracket (21%), followed by the 45-54 age group (20%), the 35-44 age group (18%), the 25-34 age group (15%), those aged 65 and above (14%), and lastly, the 18-24 age group (10%).

Landing Page Users by Gender



- Out of the users who reached the landing page, 52% were female and 48% were male.

Note: Due to privacy regulations the demographic data is based on a sample audience size.

Recommendations

- Use Facebook & Instagram as the primary platforms for driving awareness, and Google Search as the main driver of engaged website traffic. Reallocate budget from Programmatic Display to Meta and Google Search to further enhance reach on these platforms.
- Continue to increase daily budgets as the election approaches, with a focus on allocating additional funds towards Phase 3 of the campaign to maximize last-minute outreach and ensure all users can easily find answers to their questions.
- Consider incorporating Microsoft Search (Bing) in the next campaign to reach users who don't utilize Google Search or who engage with products that don't rely on Google Search.
- Continue researching leading publications in Maryland to identify potential media opportunities that can enhance reach and frequency for future campaigns.

Digital Market Breakdown

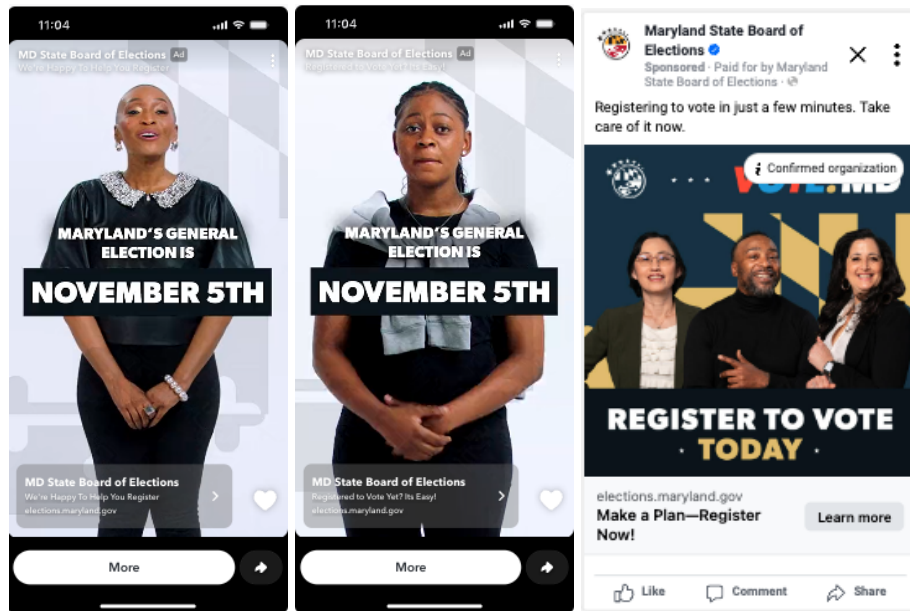
County Area:	Central	Eastern	Northern	Western	Southern
	Baltimore Anne Arundel Howard Baltimore City	Dorchester Somerset Wicomico Caroline Kent Queen Anne's Talbot Worcester	Harford Cecil	Allegany Carroll Washington Frederick Garrett	Montgomery St. Mary's Calvert Prince George's Charles
Total Population:	2,351,417	353,679	358,296	678,157	2,278,619

County	Population	Area
Allegany	70,000	Western
Baltimore	827,000	Central
Carroll	168,447	Western
Dorchester	31,929	Eastern
Harford	255,441	Northern
Montgomery	1,000,000	Southern
St. Mary's	113,510	Southern
Washington	151,000	Western
Anne Arundel	579,234	Central
Calvert	92,525	Southern
Cecil	102,855	Northern
Frederick	259,547	Western
Howard	325,690	Central
Prince George's	909,327	Southern
Somerset	25,616	Eastern
Wicomico	103,609	Eastern
Baltimore City	619,493	Central
Caroline	33,304	Eastern
Charles	163,257	Southern
Garrett	29,163	Western
Kent	19,383	Eastern
Queen Anne's	50,381	Eastern
Talbot	37,181	Eastern
Worcester	52,276	Eastern
Total Population	6,020,168	

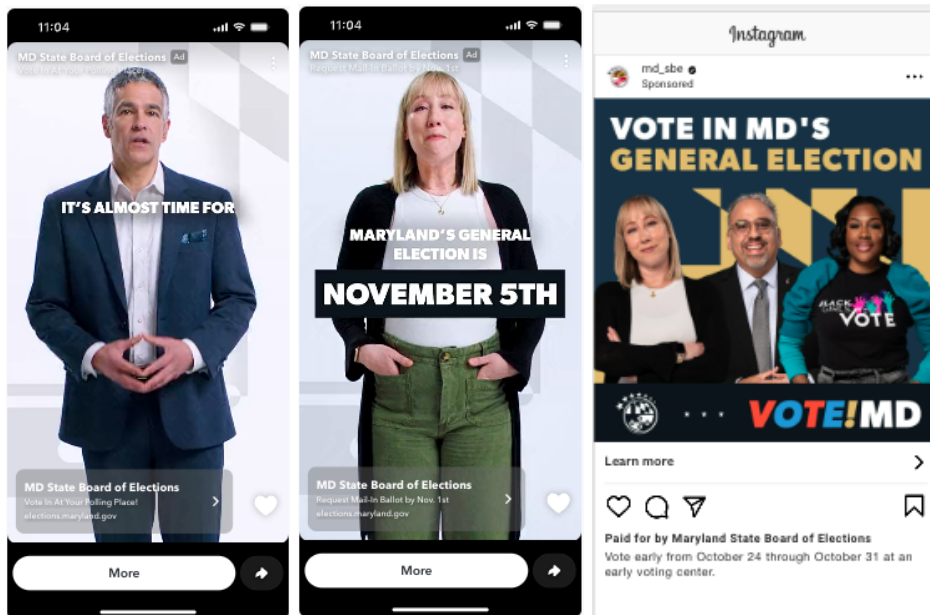
Creative Index

Digital

Phase I: Register To Vote



Phase II: Ways To Vote



Phase III: Voting Deadline



Print



Ready for Maryland's General Election?

MAKE A PLAN TO VOTE!

Vote early until October 31 or cast your ballot on Election Day—November 5.

Find an early voting location or your local polling place at VOTE.MD.GOV/VOTE2024




VOTE!MD 

Email



USING YOUR VOTE IS USING YOUR VOICE.

That's why the State Board of Elections is here to help you make a plan for Maryland's upcoming General Election.

If you're eager to cast your vote, head to an early voting center between October 24 and October 31. If you're planning to vote by mail, return your ballot as soon as possible. November 5—Election Day—is the last day you can participate, so be sure to make your plan to vote right now.

LEARN MORE AT VOTE.MD.GOV/VOTE2024

 **VOTE!MD**

Television

Early Vote Video:



Voting Deadline Video:



Appendix

Year-over-Year Statistics

Digital Media Performance by: Overall

Channel	2024	2022	YoY Performance
Clicks	351,588	269,661	+30.38%
Video Views	7,287,337	3,718,930	+95.95%
Impressions	26,151,792	15,186,364	+72.20%
CPM	\$7.54	\$6.53	+15.46%
Allocation Percentage	56%	56%	-

Digital Media Performance Clicks by: Market

Channel	2024	2022	YoY Performance
Central	26,168	28,335	-7.64%
Southern	26,051	28,427	-8.35%
Western	8,572	7,490	+14.44%
Eastern	5,311	4,558	+16.52%
Northern	5,125	4,200	+22.02%
Total	71,227	73,010	-2.44%

**Note: The table above does not include Paid Search data.*

Website Performance by: Channel Source

Channel	2024	2022	YoY Performance
Sessions	347,916	235,458	+47.76%
Users	255,443	183,239	+39.36%
Avg Session Duration	00:02:00	00:00:43	+179.07%

- **Average session Duration:** increased in 2024 based on overall user engagement increasing (on-site interactions/button clicks, and browsing relevant information pertaining to the general election).

Glossary

Media Definitions

These metrics track the performance and effectiveness of paid or earned media campaigns.

- **Impressions:** the total number of times an ad is displayed, regardless of whether it is clicked.
- **Reach:** the number of unique individuals who see an ad or content.
- **Click-Through Rate (CTR):** The percentage of people who click on an ad after seeing it.
- **Cost Per Thousand Impressions (CPM):** The cost to show an ad 1,000 times. Often used to measure the efficiency of brand awareness campaigns.
- **Cost Per Click (CPC):** The amount paid for each click on an ad.

Website Definitions

These metrics evaluate website performance and user behavior.

- **Sessions:** the total number of visits to a website, including repeat visits from the same user.
- **Users (or Unique Visitors):** the number of distinct individuals visiting the website during a given time frame.
- **Pageviews:** the total number of pages viewed on the website. Includes repeat views of a single page.
- **Average Session Duration:** the average amount of time users spend on the site during a session.