





Total Campaign Impressions

16,826,743



Total Video Views

7,763,641



SOCIAL

 IMPRESSIONS
Custom range, daily 



3.11M
▲ **6,888%** / period

 REACH via PAID ORGANIC
Custom range, daily 



443.5k
▲ **3,719%** / period

 VIDEO VIEWS
Custom range, daily 



2.65M
▲ **7,216%** / period

 FREQUENCY
Custom range, daily 

7.02
▲ **82.99%** / period

 COMMENTS
Custom range, daily 

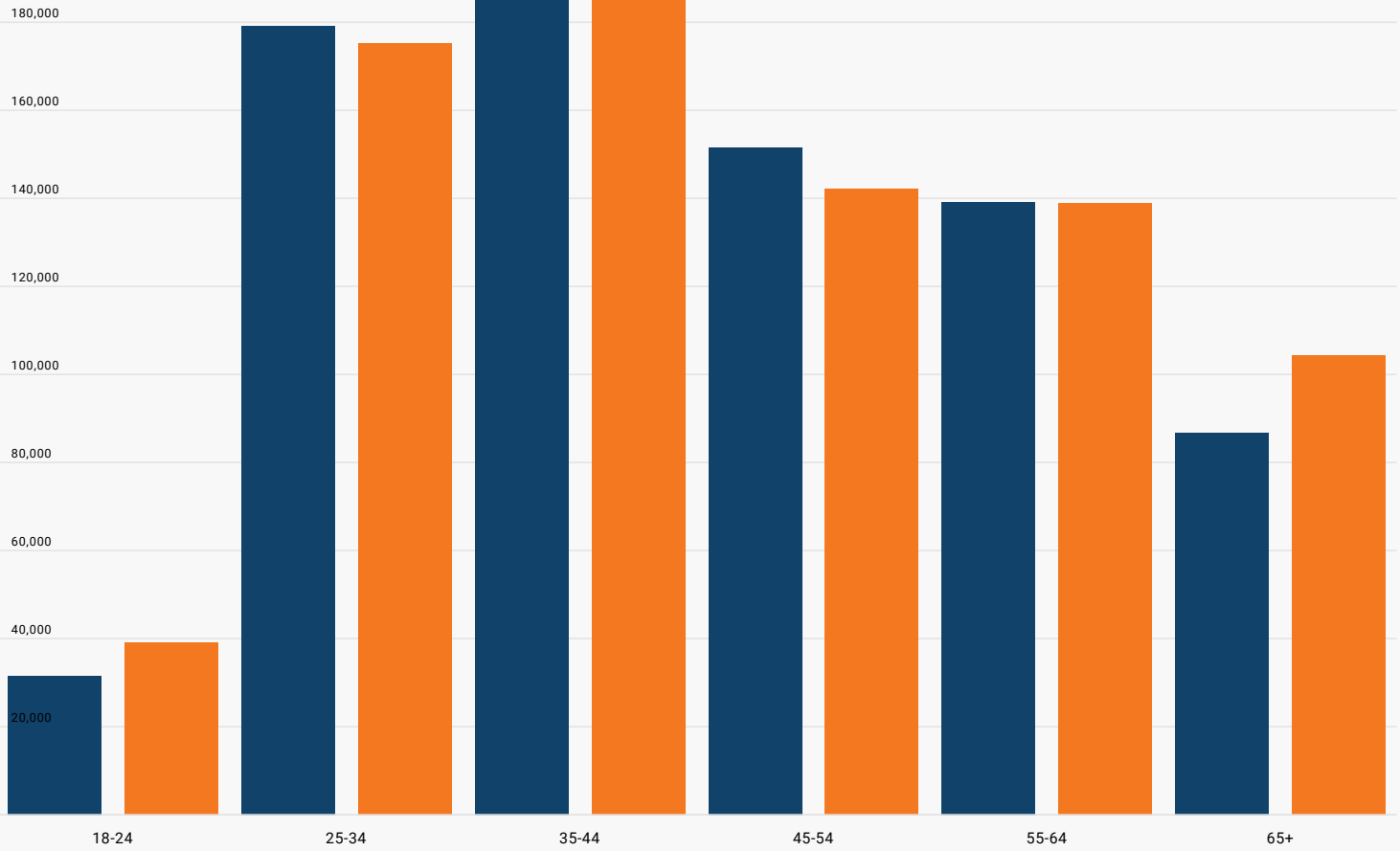
743
▲ **4,853%** / period

 PAGE LIKES
Custom range, daily 

1,096
▲ **2,336%** / period

f REACH via AGE GENDER

Custom range, daily







Men

Women

f TOP POSTS

Custom range

- | engagement | content |
|---|--------------------|
|  <p>Leadership that stands out. We're independent voters in New Hampshire, and we're all in on Nikki Haley. Join us: https://www.foxbu...
 14 12 6</p> | <p>a month ago</p> |
|  <p>Our lawn signs are popping up all over New Hampshire because Nikki Haley is the real deal, and Granite Staters know it. ...
 7 8 1</p> | <p>a month ago</p> |
|  <p> 1 3 0</p> | <p>a month ago</p> |
|  <p>It's time for new leadership. 5 days until New Hampshire! Let's go, Independents for Nikki Haley! https://www.foxbu...
 1 2 0</p> | <p>18 days ago</p> |

VIDEO SPOT PERFORMANCE

Custom range

ad set	page engagement	post comments	post engagement	post reactions	post shares
Bonnie - Reunite America Ad Set	86.02k ▲86.02k	80 ▲80	86.02k ▲86.02k	129 ▲129	4 ▲4
"Bonnie - Experience" Ad Set	84.06k ▲84.06k	111 ▲111	84.06k ▲84.06k	179 ▲179	5 ▲5
"Bonnie - Vision" Ad Set	80.99k ▲80.99k	87 ▲87	80.99k ▲80.99k	170 ▲170	6 ▲6
"Townhall" Ad Set	38.44k ▲38.44k	39 ▲39	38.44k ▲38.44k	99 ▲99	1 ▲1
"Woman President Game Changer" Ad Set	33.7k ▲33.7k	0 ▲0	33.7k ▲33.7k	0 ▲0	0 ▲0
"Townhall" Ad Set	32.59k ▲32.59k	0 ▲0	32.59k ▲32.59k	0 ▲0	0 ▲0
"Bureaucracy" Ad Set	31.08k ▲31.08k	0 ▲0	31.08k ▲31.08k	0 ▲0	0 ▲0
"Bonnie 15 Sec" Ad Set	24.19k ▲24.19k	0 ▲0	24.19k ▲24.19k	2 ▲2	1 ▲1
"Woman President Game Changer" Ad Set	23.05k ▲23.05k	20 ▲20	23.05k ▲23.05k	53 ▲53	3 ▲3
"Bureaucracy" Ad Set	16.67k ▲16.67k	22 ▲22	16.67k ▲16.67k	55 ▲55	0 ▲0
Bonnie - Reunite America Ad Set	8,940 ▲8,940	19 ▲19	8,940 ▲8,940	21 ▲21	1 ▲1
"Bonnie - Vision" Ad Set	8,282 ▲8,282	18 ▲18	8,282 ▲8,282	28 ▲28	1 ▲1
"Parents and Kids" Ad Set	8,154 ▲8,154	9 ▲9	8,154 ▲8,154	8 ▲8	0 ▲0
"Bonnie - Experience" Ad Set	7,610 ▲7,610	12 ▲12	7,610 ▲7,610	19 ▲19	0 ▲0
"Less Government" Ad Set	7,210 ▲7,210	3 ▲3	7,210 ▲7,210	12 ▲12	0 ▲0
"Freedom" Ad Set	7,132 ▲7,132	11 ▲11	7,132 ▲7,132	22 ▲22	0 ▲0
"Outstanding Leader" Ad Set	6,729 ▲6,729	7 ▲7	6,729 ▲6,729	14 ▲14	1 ▲1
"Secure the border" Ad Set	6,496 ▲6,496	8 ▲8	6,496 ▲6,496	22 ▲22	0 ▲0
"Parents and Kids" Ad Set	6,107 ▲6,107	4 ▲4	6,107 ▲6,107	9 ▲9	0 ▲0
"forward-thinking" Ad Set	5,243 ▲5,243	4 ▲4	5,243 ▲5,243	7 ▲7	0 ▲0
"Townhall" Ad Set	5,204 ▲5,204	0 ▲0	5,204 ▲5,204	0 ▲0	0 ▲0
"Outstanding Leader" Ad Set	4,634 ▲4,634	7 ▲7	4,634 ▲4,634	11 ▲11	0 ▲0
"Woman President Game Changer" Ad Set	3,693 ▲3,693	0 ▲0	3,693 ▲3,693	0 ▲0	0 ▲0
"Bureaucracy" Ad Set	3,676 ▲3,676	0 ▲0	3,676 ▲3,676	0 ▲0	0 ▲0
"Less Government" Ad Set	3,665 ▲3,665	2 ▲2	3,665 ▲3,665	4 ▲4	0 ▲0
"Freedom" Ad Set	3,584 ▲3,584	1 ▲1	3,584 ▲3,584	5 ▲5	0 ▲0
"Parents and Kids" Ad Set	3,453 ▲3,453	1 ▲1	3,453 ▲3,453	4 ▲4	0 ▲0
"Outstanding Leader" Ad Set	3,301 ▲3,301	3 ▲3	3,301 ▲3,301	8 ▲8	0 ▲0
"Freedom" Ad Set	3,244 ▲3,244	6 ▲6	3,244 ▲3,244	6 ▲6	0 ▲0
"Townhall" Ad Set	3,210 ▲3,210	8 ▲8	3,210 ▲3,210	10 ▲10	0 ▲0
"forward-thinking" Ad Set	3,112 ▲3,112	5 ▲5	3,112 ▲3,112	4 ▲4	3 ▲3
Boosted Page Posts - FB	3,027 ▲3,027	29 ▲29	3,027 ▲3,027	52 ▲52	4 ▲4
"Less Government" Ad Set	2,850 ▲2,850	1 ▲1	2,850 ▲2,850	4 ▲4	0 ▲0
"forward-thinking" Ad Set	2,775 ▲2,775	3 ▲3	2,775 ▲2,775	6 ▲6	0 ▲0
"Secure the border" Ad Set	2,755 ▲2,755	5 ▲5	2,755 ▲2,755	14 ▲14	1 ▲1
"Bureaucracy" Ad Set	2,542 ▲2,542	2 ▲2	2,542 ▲2,542	6 ▲6	1 ▲1
"Secure the border" Ad Set	2,521 ▲2,521	3 ▲3	2,521 ▲2,521	4 ▲4	1 ▲1
"Woman President Game Changer" Ad Set	1,571 ▲1,571	1 ▲1	1,571 ▲1,571	6 ▲6	0 ▲0
"Bonnie 15 Sec" Ad Set	1,231 ▲1,231	0 ▲0	1,231 ▲1,231	0 ▲0	0 ▲0
"Parents and Kids" Ad Set	275 ▲275	0 ▲0	275 ▲275	0 ▲0	0 ▲0
"Secure the border" Ad Set	130 ▲130	0 ▲0	130 ▲130	1 ▲1	0 ▲0
"Outstanding Leader" Ad Set	82 ▲82	0 ▲0	82 ▲82	1 ▲1	0 ▲0
"forward-thinking" Ad Set	24 ▲24	0 ▲0	24 ▲24	0 ▲0	0 ▲0
"Less Government" Ad Set	19 ▲19	0 ▲0	19 ▲19	0 ▲0	0 ▲0
"Freedom" Ad Set	3 ▲3	0 ▲0	3 ▲3	0 ▲0	0 ▲0

YouTube TV

IMPRESSIONS
Custom range, daily

9.84M
▲ **9.84M** / period

VIDEO VIEWS
Custom range, daily

1.16M
▲ **1.16M** / period

CLICKS
Custom range, daily

1,367
▲ **1,367** / period

VIDEO VIEW RATE
Custom range, daily

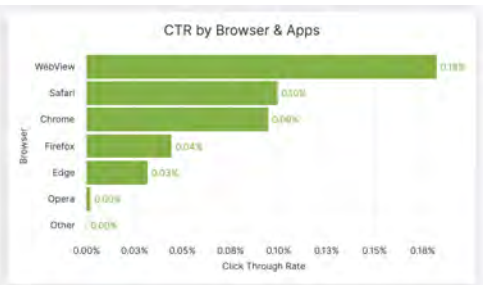
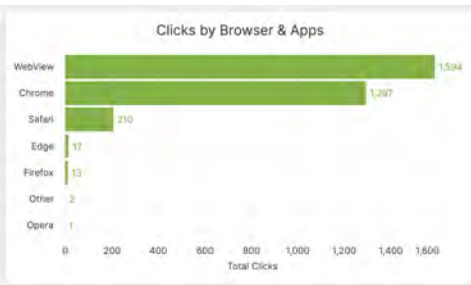
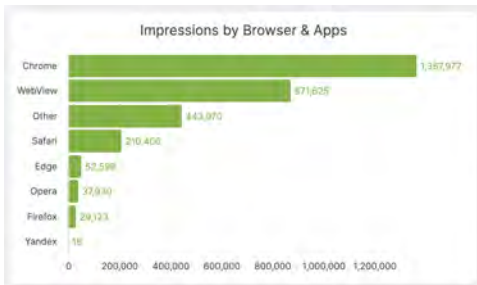
11.82%
▲ **0.1182** / period

AD ENGAGEMENT
Custom range, daily

engagements
1.52M
▲ **1.52M** / period



Over The Top TV

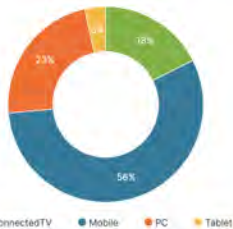


3,185 Clicks

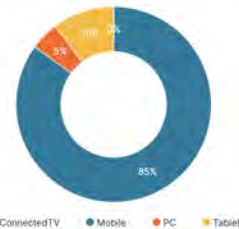
3,013,647 Impressions

10.41 % Win Rate

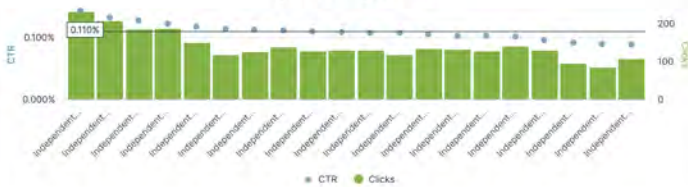
Impressions by Device



Clicks by Device



High Performing Creatives

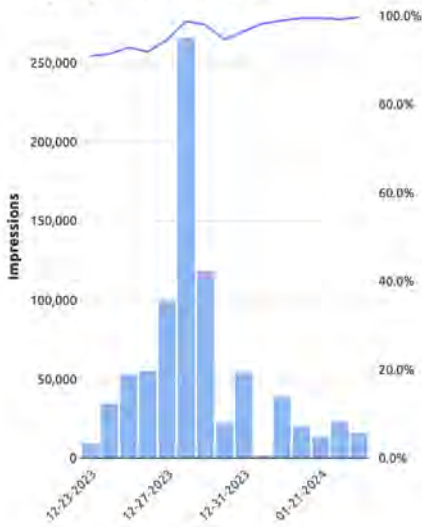


Creative Sizing Performance

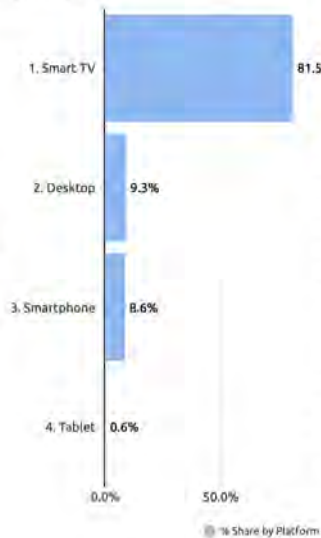


Over The Top

Daily Impressions and CVR



Screen Mix

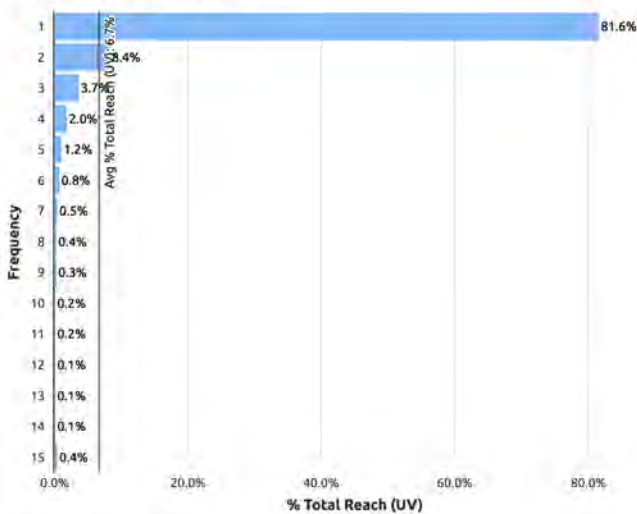


Media Mix - 1,257 Total Placements

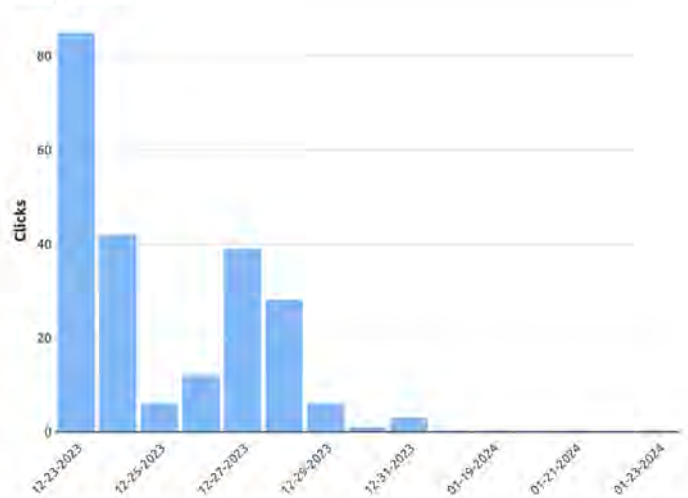
Media	Impressions	% Mix	CVR
Hearst Local News	115,331	14.0%	98.1%
Samsung TV Plus	96,802	11.8%	99.1%
Fubo TV	41,903	5.1%	99.2%
AMC Networks	34,799	4.2%	98.7%
foxnews.com	31,970	3.9%	83.1%
Discovery Networks	23,892	2.9%	98.2%
WatchFree	22,078	2.7%	99.5%
Local Now	17,269	2.1%	99.6%
Sling TV	16,434	2.0%	98.3%
A&E Networks	15,781	1.9%	99.0%
History	14,402	1.7%	99.1%
NewsON	13,773	1.7%	98.9%
Sinclair Networks	12,901	1.6%	99.1%
Cooking Channel GO	12,110	1.5%	99.4%
FOX News	10,326	1.3%	98.8%
LG Channel Plus	10,050	1.2%	98.6%
WCAX News	9,434	1.1%	99.6%
VIX: Movies TV and Sports in Spanish	9,022	1.1%	99.4%
cnn.com	8,823	1.1%	76.6%
A&E	8,654	1.1%	99.4%

SUMMARY
1,257 Rows - 5 columns
1,257
Total Media Placements

Frequency Distribution



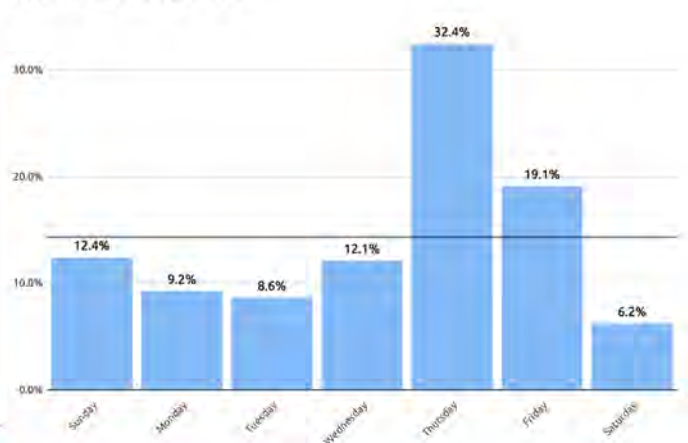
Daily Clicks



Daypart Distribution



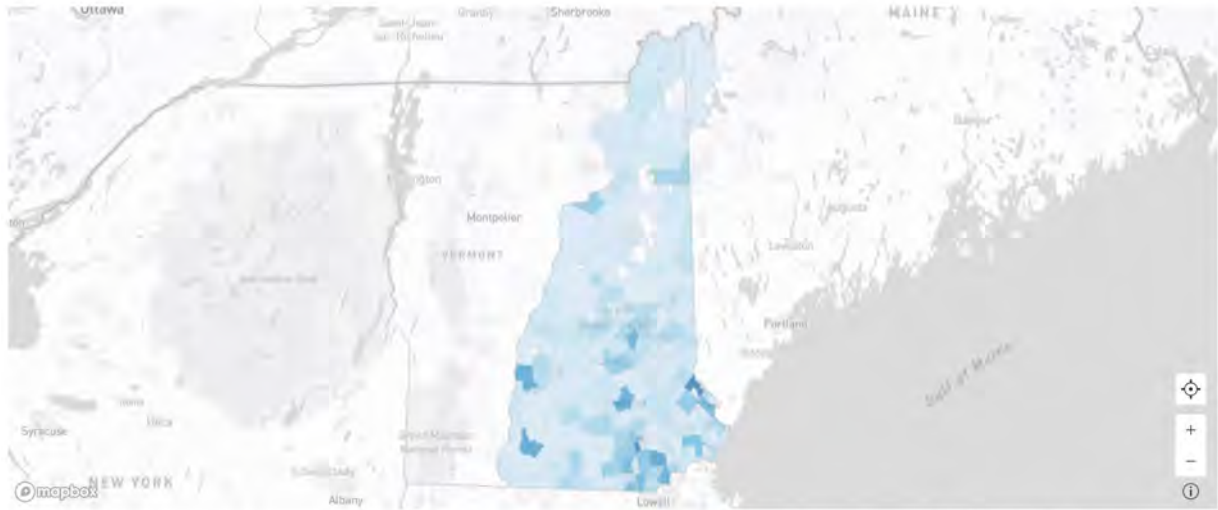
Weekpart Distribution



— Avg. Weekpart Distribution: 14.3%

Geographic Reporting

Zip Impressions



Zip Impressions

Zip	Impressions	% Total
03867	25,632	3.1%
03103	22,844	2.8%
03038	19,635	2.4%
03431	19,030	2.3%
03743	18,532	2.3%
03301	17,186	2.1%
03079	16,259	2.0%
03246	16,048	1.9%
03104	14,609	1.8%
03820	14,461	1.8%
03051	14,216	1.7%
03054	13,854	1.7%
03833	13,599	1.7%
03062	13,348	1.6%
03102	12,892	1.6%
03053	12,222	1.5%
03825	11,297	1.4%

City Impressions

City	Impressions	% Total
Manchester	53,567	6.5%
Nashua	31,446	3.8%
Rochester	30,532	3.7%
Concord	20,975	2.5%
Derry	19,635	2.4%
Keene	19,030	2.3%
Claremont	18,532	2.3%
Salem	16,259	2.0%
Laconia	16,048	1.9%
Dover	14,461	1.8%
Hudson	14,216	1.7%
Merrimack	13,854	1.7%
Exeter	13,599	1.7%
Londonderry	12,222	1.5%
Barrington	11,297	1.4%
Bedford	11,218	1.4%
Tilton	11,008	1.3%

County Impressions

County	Impressions	% Total
Hillsborough	207,964	25.3%
Rockingham	156,026	19.0%
Strafford	83,880	10.2%
Merrimack	79,993	9.7%
Belknap	65,349	7.9%
Grafton	64,473	7.8%
Carroll	47,996	5.8%
Cheshire	47,258	5.7%
Sullivan	40,546	4.9%
Coos	29,091	3.5%
Essex	520	0.1%
Total	823,096	100.0%

DMA Impressions

DMA	Impressions	% Total
Boston	640,470	77.8%
Burlington - Plattsburgh	105,539	12.8%
Portland-Auburn	77,087	9.4%
Total	823,096	100.0%

Full Media Insights

1,257 Unique Media

Media	Impressions	CVR	75% Qrt	50% Q...	25% Qrt	CTR%
Hearst Local News	115,331	98.1%	98.1%	98.4%	98.9%	0.01%
Samsung TV Plus	96,802	99.1%	99.1%	99.4%	99.7%	0.00%
Fubo TV	41,903	99.2%	99.2%	99.4%	99.7%	0.00%
AMC Networks	34,799	98.7%	98.7%	99.0%	99.4%	0.00%
foxnews.com	31,970	83.1%	83.0%	87.1%	91.7%	0.04%
Discovery Networks	23,892	98.2%	98.1%	98.5%	99.0%	0.00%
WatchFree	22,078	99.5%	99.5%	99.7%	99.8%	0.00%
Local Now	17,269	99.6%	99.5%	99.7%	99.8%	0.00%
Sling TV	16,434	98.3%	98.3%	98.6%	99.2%	0.00%
A&E Networks	15,781	99.0%	99.0%	99.4%	99.7%	0.00%
History	14,402	99.1%	99.0%	99.1%	99.1%	0.00%
NewsON	13,773	98.9%	98.9%	99.3%	99.6%	0.00%
Sinclair Networks	12,901	99.1%	99.1%	99.3%	99.7%	0.00%
Cooking Channel GO	12,110	99.4%	99.4%	99.6%	99.8%	0.00%
FOX News	10,326	98.8%	98.8%	99.0%	99.4%	0.02%
LG Channel Plus	10,050	98.6%	98.5%	99.0%	99.4%	0.00%
WCAX News	9,434	99.6%	99.5%	99.7%	99.8%	0.00%
VIX: Movies TV and Sports in Spa...	9,022	99.4%	99.4%	99.6%	99.8%	0.00%
cnn.com	8,823	76.6%	76.2%	82.2%	88.6%	0.01%
A&E	8,654	99.4%	99.4%	99.4%	99.7%	0.00%
Lifetime	8,122	99.2%	98.9%	99.1%	99.1%	0.00%
Haystack TV	6,689	96.7%	96.7%	97.2%	97.8%	0.00%
Scripps News	6,687	99.2%	99.1%	99.3%	99.7%	0.00%
WHDH News	6,387	99.1%	99.0%	99.5%	99.8%	0.00%
HGTV GO	6,108	99.4%	99.4%	99.6%	99.8%	0.00%
moneymade.com	5,954	83.3%	83.1%	88.2%	94.0%	0.20%
Philo	5,808	99.0%	98.9%	99.1%	99.4%	0.00%
unionleader.com	5,741	82.1%	82.1%	83.9%	87.6%	0.00%
Investigation Discovery	5,640	99.4%	99.3%	99.6%	99.7%	0.00%
CNN	5,511	97.4%	97.4%	98.1%	98.8%	0.00%

Screen Mix

823,072 Unique Placements Across 4 Screens

Media	Type	Platform	Impressions	CVR
Hearst Local News	app	Smart TV	115,298	98.1%
		Smartphone	25	80.0%
		Tablet	8	87.5%
Samsung TV Plus	app	Smart TV	96,802	99.1%
		Smart TV	33,543	99.3%
		Smartphone	7,443	98.7%
Fubo TV	app	Desktop	183	100.0...
		Tablet	181	99.4%
		Desktop	553	99.5%
		Smart TV	34,078	98.7%
		Smartphone	136	100.0...
AMC Networks	site	Tablet	34	94.1%
		Smart TV	477	97.9%
		Desktop	66	97.0%
foxnews.com	site	Smartphone	7	100.0...
		Smartphone	23,618	85.8%
		Smart TV	8,351	75.4%
Discovery Networks	app	Smart TV	1	100.0...
		Smartphone	21,857	98.4%
		Smartphone	1,406	97.4%
		Tablet	264	98.9%
		Desktop	95	95.8%
WatchFree	site	Desktop	242	76.4%
		Smart TV	19	100.0...
		Smartphone	6	83.3%
Local Now	app	Tablet	3	100.0...
		Smart TV	21,963	99.5%
		Desktop	115	99.1%
Local Now	app	Smart TV	15,143	99.6%

PROBLEM

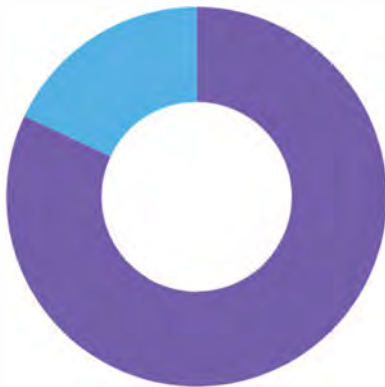


There was a crowded field of 9 in this race.

SOLUTION

Close the gap by targeting previous Independent voters as well as like-minded individuals via proprietary AI technology.

November 2023



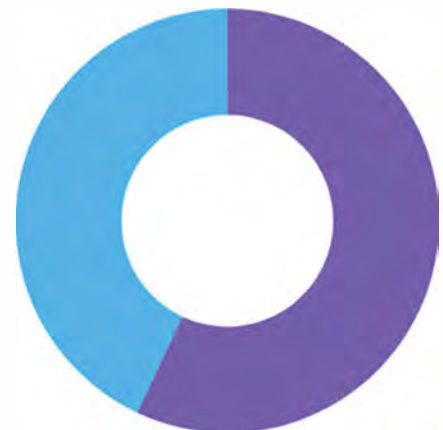
All other candidates ●
Nikki Haley ●

According to a new poll released Wednesday, second only to Trump, who is leading with 49% support.

January 2024

All other candidates ●
Nikki Haley ●

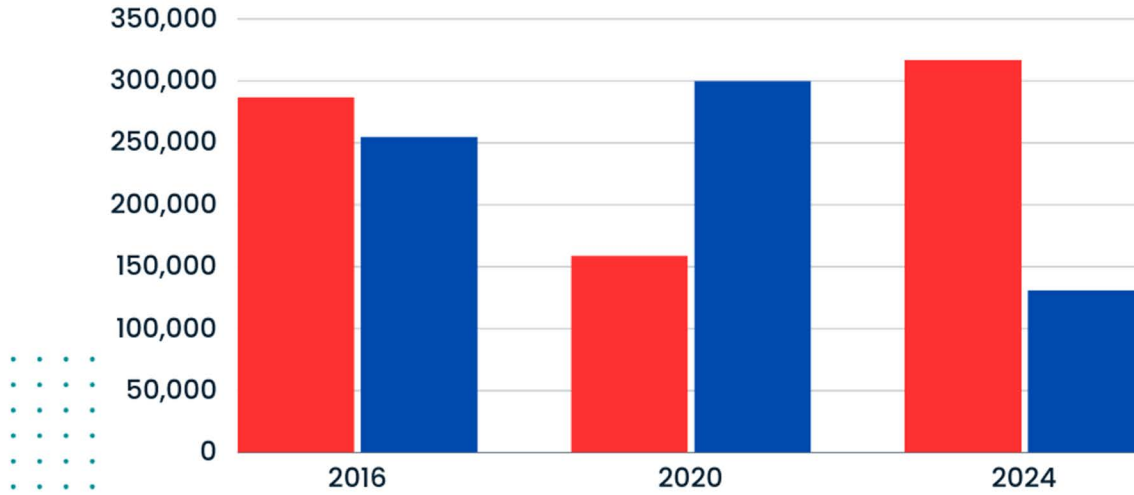
To close the gap we targeted previous Independent voters as well as like-minded individuals.



AFTER



RECORD-SETTING VOTERS

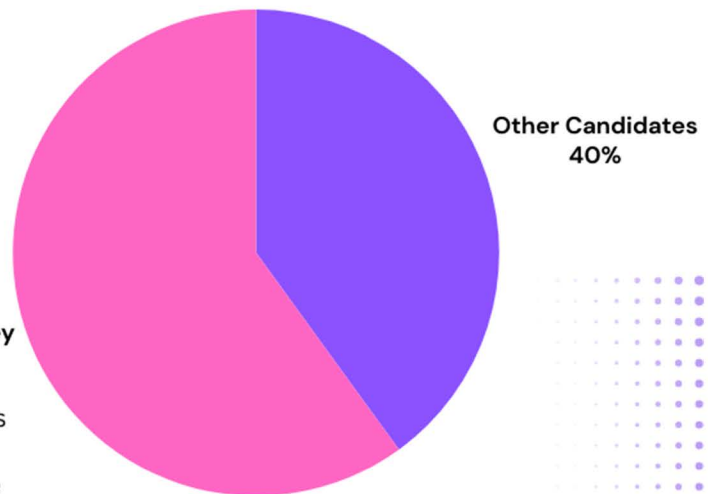
This with strategic marketing, paid and organic, New Hampshire primary set turnout record with more than 300,000 voting



As of the latest vote tally nearly **318,000** Granite State Republicans and independents cast votes in the first-in-the-nation primary, exceeding the previous record set in the 2020 Democratic primary. **This year Nikki captured over 60% of the independents that voted in the Republican primaries.**

INDEPENDENTS VOTING

-  Nikki Haley
-  Other Candidates



Nikki captured over 60% of the independents that voted in the Republican primaries. Independent (or undeclared) voters can vote in New Hampshire's Republican primary, and they came out in large numbers. More than four in 10 of the electorate were self-identified independents, compared to just 16% in Iowa.

