



THE 2024 ELECTION CYCLE

Insights on Politics and PPC Marketing

MAD FISH
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Main Takeaways

- Anticipate changes in consumer spending habits as a result of the election cycle. This projected change may result in decreased marketing performance in Q4.
- Brand safety is an important facet of marketing during an election cycle. Be sure to plan and take action to ensure paid ads do not show up on political websites or for political-related searches.
 - Roughly one-third of users believe brands should not be involved in politics
 - A subset of users report that brands should not be involved in politics, and their purchasing behavior would be impacted by a brand that supported a cause they aren't personally aligned with

Election cycle years tend to directly impact user behavior and spending habits, impacting marketing campaigns' effectiveness. We've compiled industry research on the projected impact on marketing and steps your brand can take to keep your brand out of the political noise during the election cycle. While these are general best practices for non-political advertisers or brands, it's important to tailor your approach to your specific industry, audience, and goals.

Marketing Impact

You should anticipate a change in spending habits during this election cycle, which may result in lower marketing performance. It's common during election cycles for marketing efforts at all stages of the funnel to dip down given the cost to advertise is higher and more competitive, user attention is focused on the election, and spending habits temporarily change.

Because Black Friday & Cyber Monday also occur after the election, it's safe to anticipate some return to normalcy in buyer behavior, though it's hard to predict. Your team will want to closely watch the landscape and make recommendations and adjustments to your marketing strategy as needed.

Brand Safety Adjustments

To help businesses maintain a positive reputation during the election cycle, consider implementing additional brand safety adjustments as needed. Key strategies may include:

- **Adjust ad placements:** Ensure your ads do not appear alongside political or sensational content. It's a good practice to have placement filters in place year-round, but during election season, expand these lists to avoid politicized websites and content.
- **Implement an expanded negative keyword list:** Add keywords related to unethical or politically charged topics to prevent your ads from appearing in inappropriate searches. This can also help manage costs, as bids for political-related terms often become more expensive during election times.
- **Focus organic content and social posts on your brand:** Emphasize local and industry-specific content in your organic marketing efforts to stay relevant without being unintentionally entangled in election-related conversations.

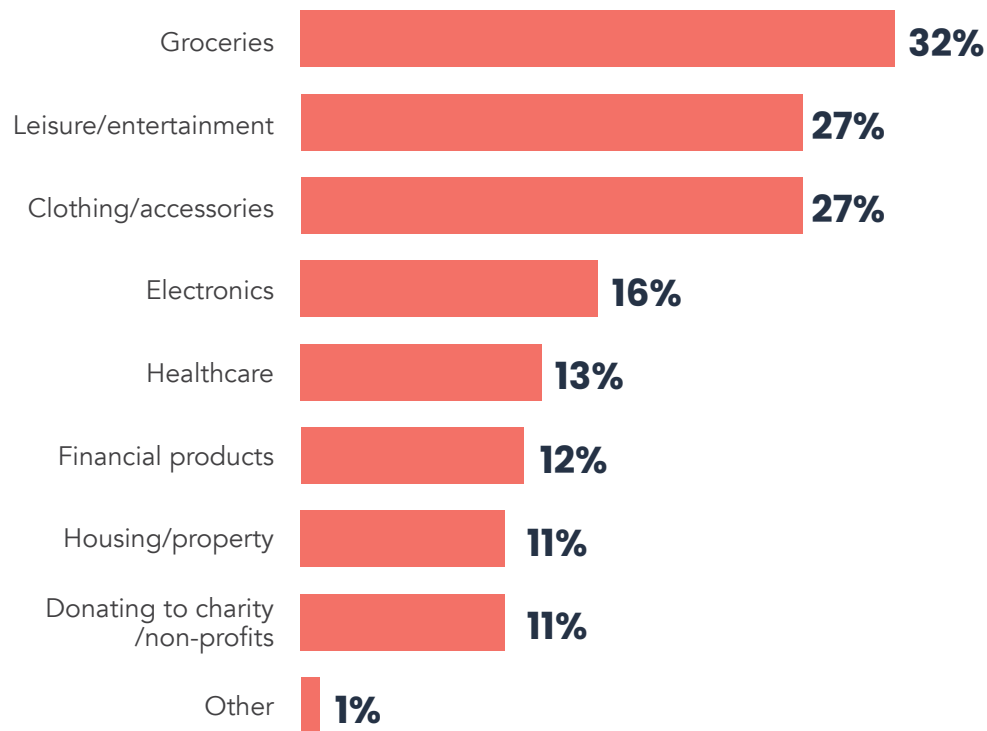
Buyer Behavior During Election Cycles

Based on our research, here are some things to keep in mind about projected user behavior impacts around the election.

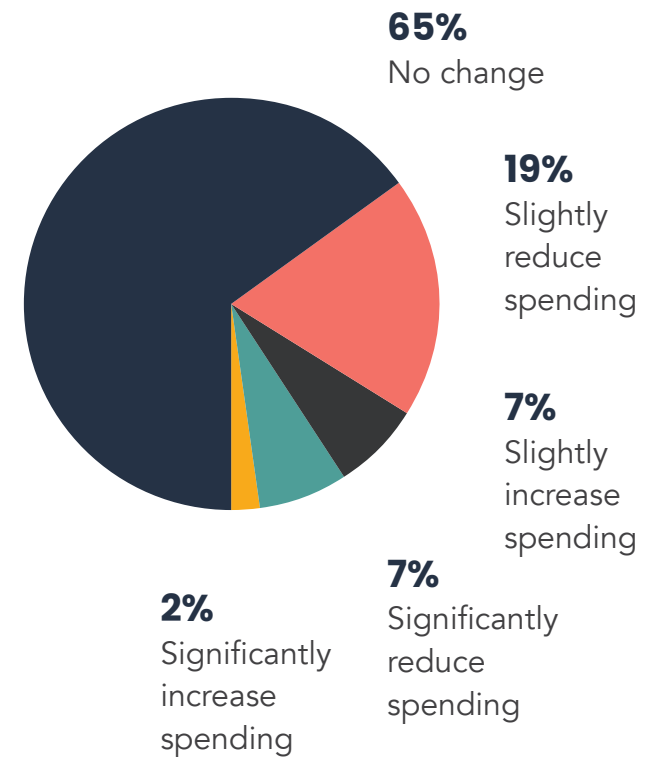
Source: GWI

Anticipated Changes in Spending in the Next 6 Months

Thinking about the current political climate, do you anticipate making any changes to your spending plans in the next six months on the following?



How, if at all, do you change your spending habits leading up to/during major political events?



Brand Involvement in Politics

33%

of consumers believe brands shouldn't be involved in politics at all

31%

of consumers believe brands should only engage in politically neutral activities

28%

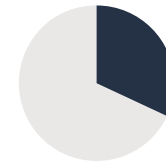
of consumers believe brands should be able to support any political cause/campaign if they want to

8%

of consumers believe brands should be encouraged to have a political voice

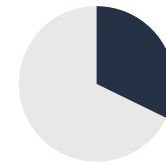
Impact of Brand Political Action

If a brand you've purchased from in the past supported a social cause that you didn't support, how would that impact your likelihood of purchasing a product/service from them?



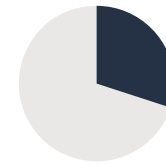
32%

say I would think less of them, but it wouldn't impact my purchasing habits



29%

say it would impact me



27%

say I would stop buying from them until they stop supporting the cause



12%

say I would stop buying from them forever

ARE YOU ADVERTISING DURING THIS ELECTION CYCLE?

Our digital marketing team is ready to help your business stay visible during this busy time of year!

[Reach Out Today.](#)

