

We Helped A Local Campaign Win Their Election With Strategic Audience Targeting

Seeking election to the circuit bench, general magistrate, Kristen Smith-Rodriguez, aimed to raise her profile, showcase key endorsements, and defeat her opponent in the 18th judicial circuit, comprised of Seminole and Brevard counties.

Strategy

- **OOH + Mobile:** The Smith-Rodriguez campaign used the powerful combination of Digital Billboards + Mobile Banner Ads to deliver campaign messaging to the counties of the 18th judicial circuit.
- **Precise Targeting - Audience + Location:** Messaging was specifically delivered to Seminole and Brevard counties. Specific zip codes were targeted with Mobile ads within the counties as well as Audience segments such as “Registered Voters.”
- **Message Content:** The flexibility of Mobile allowed the campaign to run multiple creatives including several endorsements from State Attorney, Sherrif of Seminole County, Property Appraiser, and Firefighters. Messages were strategically delivered to areas where these endorsers were well-received.

Results

- **Winner!** Client stated this strategic plan put the campaign over the top in Seminole County to win the election. Receiving over 5000 Mobile clicks, they won by just over 5000 votes.

Source: Groundtruth; Kristen Smith Rodriguez for 18th Circuit Judge 2024

Disclaimer: of course, the result of any case study are specific to its facts. We can't guarantee that any other campaign will drive similar results, including increased traffic, end-user activity (click-through or secondary-action rates), or revenue.

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“We truly believe Mobile targeting
was the difference-maker.”
-- Kristen Smith-Rodriguez

