

## **Podcast: Does Political Advertising Move the** Needle?

## **AUDIO**

## eMarketer Editors

eMarketer senior director of forecasting Monica Peart and vice president of content studio Paul Verna discuss how much money is spent on political ads. They also talk about Twitter's new "in the public interest rules, Apple Music's milestone, and which is cooler: Tetris Royale? Or being able to know how crowded your commute is?

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## US Federal Candidate Political Ad Spending Metrics, by Platform, Sep 9-22, 2018

- 1 Total advertisers
- 2 Total ads
- 3 Total impressions (millions)
- 4 Total spending (millions)
- 5 Average impressions per ad (thousands)
- 6 Average spending per ad
- Cost per impressions

	1	2	3	4	5	6	7
Facebook	281	18.5K	76-220	\$1.1- \$4.8	9-25	\$153- \$685	\$0.006- \$0.0072
Google	172	3.5K	114.5- 1200.0	\$6.3	33-340	\$1.8K	\$0.055- \$0.005
Twitter	24	103	5.8	\$0.086	56	\$265	\$0.015
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Source: New York University (NYU), "An Analysis of United States Online Political Advertising," Oct 15, 2018

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