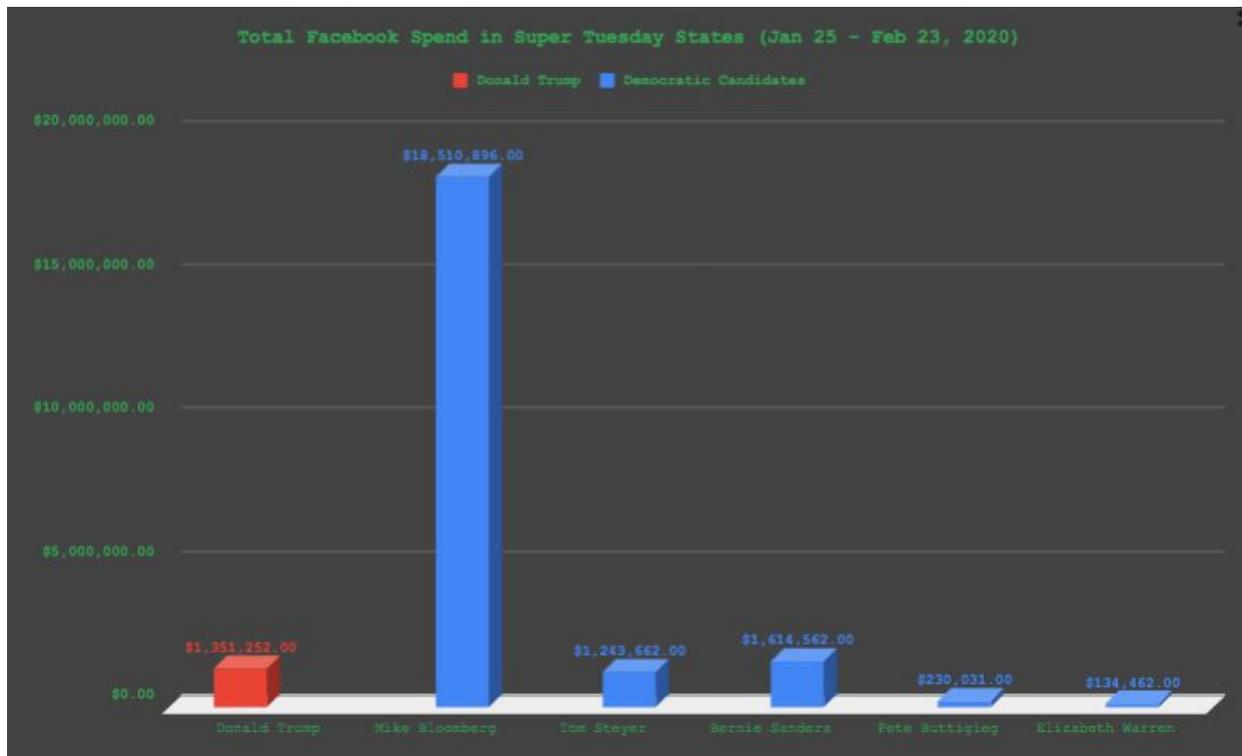


## Super Tuesday Facebook Ad Spending Analysis (January 25-February 23, 2020)



### Candidate Spending Overview

**Bloomberg Facebook Ad Blitz:** Bloomberg accounts for 85% of the \$21,733,613 dollars spent by Democratic candidates on Facebook ads over the thirty days we tracked spending from January 25-February 23.

**Sanders overtook Steyer in Super Tuesday spending** coming in as the second largest spender. For context, Steyer outspent Sanders in overall Q4 FB ad spending \$10,092,781 to \$2,552,311. Sanders has spent \$1.6M in Super Tuesday states to Steyer's \$1.2M over the thirty day period. (Steyer, however, has spent an additional \$672K in South Carolina during this time compared to Sanders' \$27K in the state).

**Biden Broke or Surging Back?** It would appear that Biden is lacking funding when looking at his Facebook spending over the last 30 days in Super Tuesday states as he doesn't appear in the top 10 in spending in any of the Super Tuesday states. (He doesn't crack the top 10 in spending in the crucial states of CA and TX when looking at the last 7 days too.) However, just late yesterday [Politico reported](#) that his PAC saw a surge of donors after the latest debate and is focusing its efforts on FB ads in the states with large African American voting populations in NC, VA, AR, AL and TN.

**Klobuchar: Can Klobuchar compete on Super Tuesday** when she is also not registering in the top 10 in Facebook ad spending in any of the Super Tuesday states?

**Although Buttigieg and Warren are spending in Super Tuesday states, they are being far outspent by Bloomberg, Sanders and Steyer**, and do not crack the top ten in spending in the key states of TX, VA, and NC, and Warren isn't in the Top 10 in CA.

### March Madness: State Spending Analysis

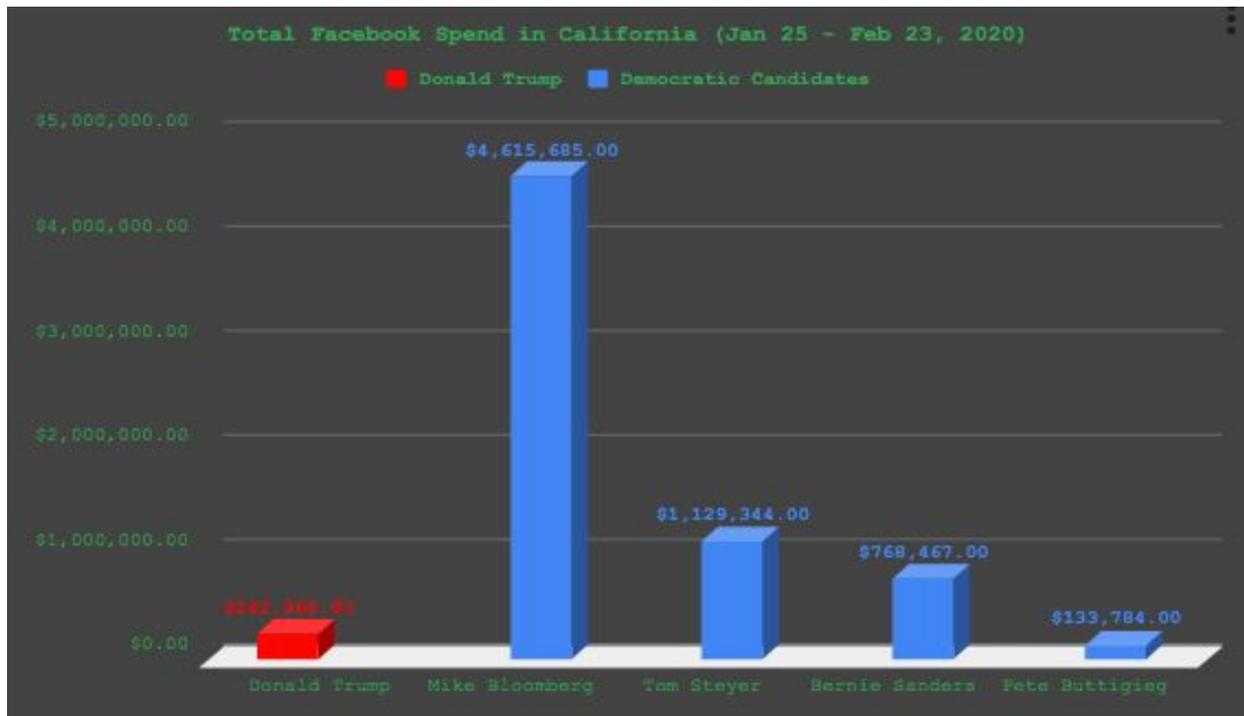
Super Tuesday	Mike Bloomberg	Tom Steyer	Bernie Sanders	Pete Buttigieg	Elizabeth Warren	Amy Klobuchar	Joe Biden	Total Spend
Alabama	\$724,600.00	\$27,598.00						\$752,198.00
Arkansas	\$524,194.00	\$18,716.00	\$31,072.00					\$573,982.00
California	\$4,615,685.00	\$1,129,344.00	\$768,467.00	\$133,784.00				\$6,647,280.00
Colorado	\$887,217.00		\$129,132.00	\$25,111.00	\$38,828.00			\$1,080,288.00
Maine	\$266,250.00		\$13,277.00		\$23,044.00			\$302,571.00
Massachusetts	\$1,387,732.00		\$59,007.00	\$36,323.00	\$50,061.00			\$1,533,123.00
Minnesota	\$854,745.00		\$30,292.00	\$17,020.00	\$17,379.00			\$919,436.00
North Carolina	\$1,973,486.00	\$46,684.00	\$122,449.00					\$2,142,619.00
Oklahoma	\$384,033.00		\$9,488.00	\$6,943.00				\$400,464.00
Tennessee	\$1,037,599.00	\$21,320.00	\$61,381.00					\$1,120,300.00
Texas	\$3,806,806.00		\$360,740.00					\$4,167,546.00
Utah	\$343,951.00		\$14,494.00	\$6,831.00				\$365,276.00
Vermont	\$131,531.00		\$14,763.00	\$4,019.00	\$5,150.00			\$155,463.00
Virginia	\$1,573,067.00							\$1,573,067.00
<b>Total Spend</b>	<b>\$18,510,896.00</b>	<b>\$1,243,662.00</b>	<b>\$1,614,562.00</b>	<b>\$230,031.00</b>	<b>\$134,462.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$21,733,613.00</b>

**Alabama:** Bloomberg captured 96% of spending with only Steyer (4%) also spending in the state.

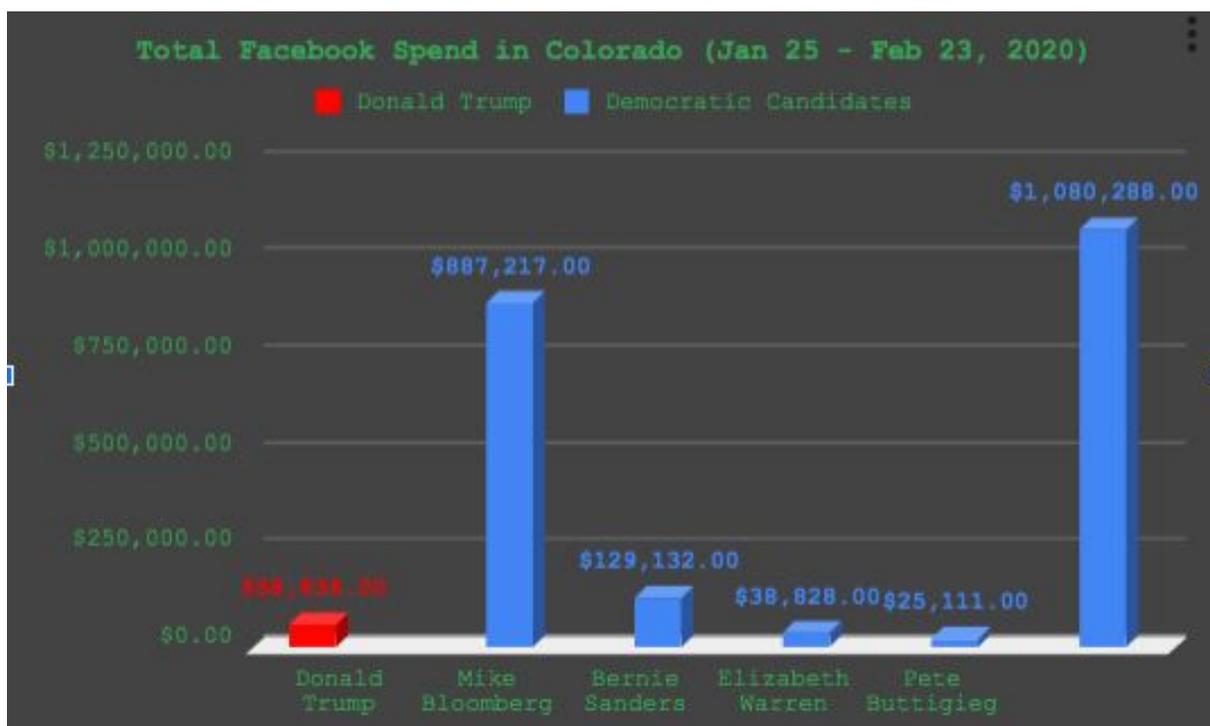
**Arkansas:** Bloomberg secured 91% of spending followed by Sanders (5%) and Steyer (3%).

**California, Delegate Gold in the Golden State:** Bloomberg, Steyer and Sanders are spending heavily in CA with Buttigieg coming in 4th in spending. Warren, Biden and Klobuchar didn't register as Top 10 spenders in the state in the last 30 days. Bloomberg captured 69% of all spending with Steyer at 17%, together making up 86% of all spending in the state among

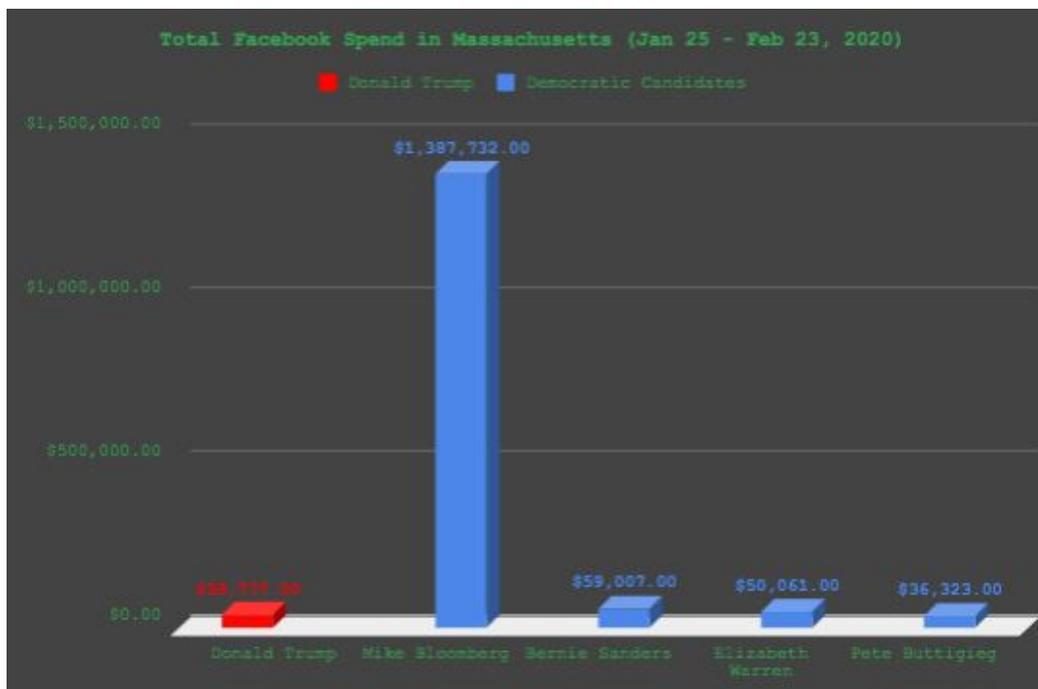
Democratic candidates. Although Sanders only captured 12% of Democratic spending, in real dollar terms, he spent a considerable amount spending \$768,467 during this time.



**Colorado Mountain High:** Bloomberg comes in as the Colorado Mountain High spender at 69% of all spending followed by Steyer (16%), Sanders (11%) and Buttigieg (2%).

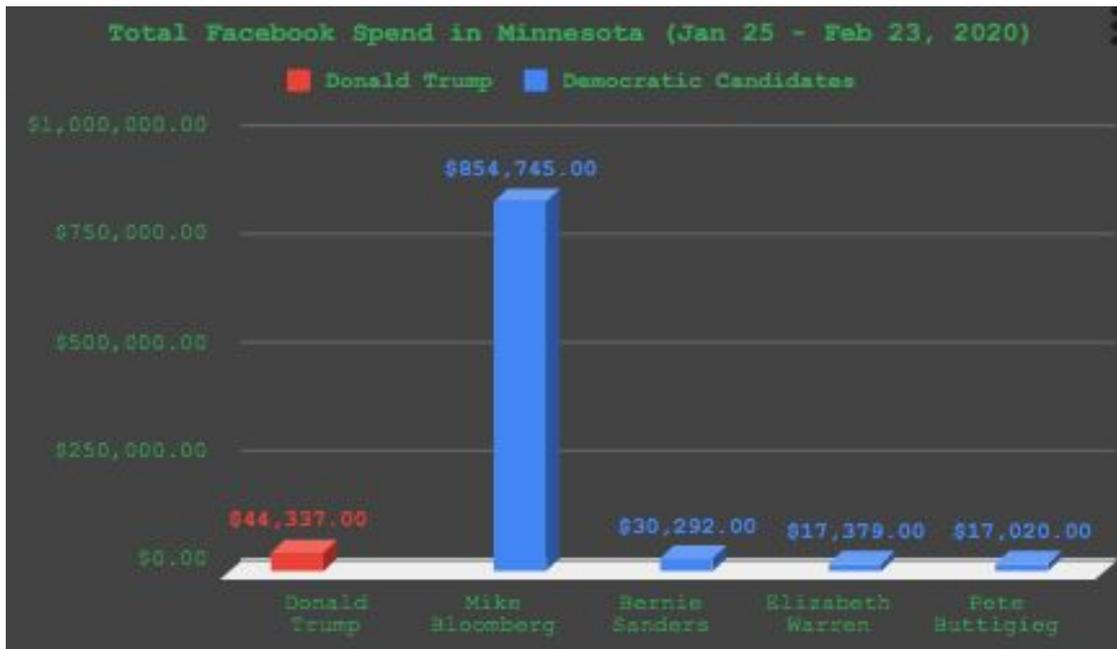


**Massachusetts, Warren Playing Defense in the Bay State?** Bloomberg is seeking to perform well in the state in which he was born as he is far outspending the field capturing 90% of all spending. Sanders (4%) is slightly outspending Warren (3%) who is being outpolled in her home state by Sanders according to a host of polls. Buttigieg (2%) comes in fourth in spending with Biden, Steyer and Klobuchar not in the top 10.

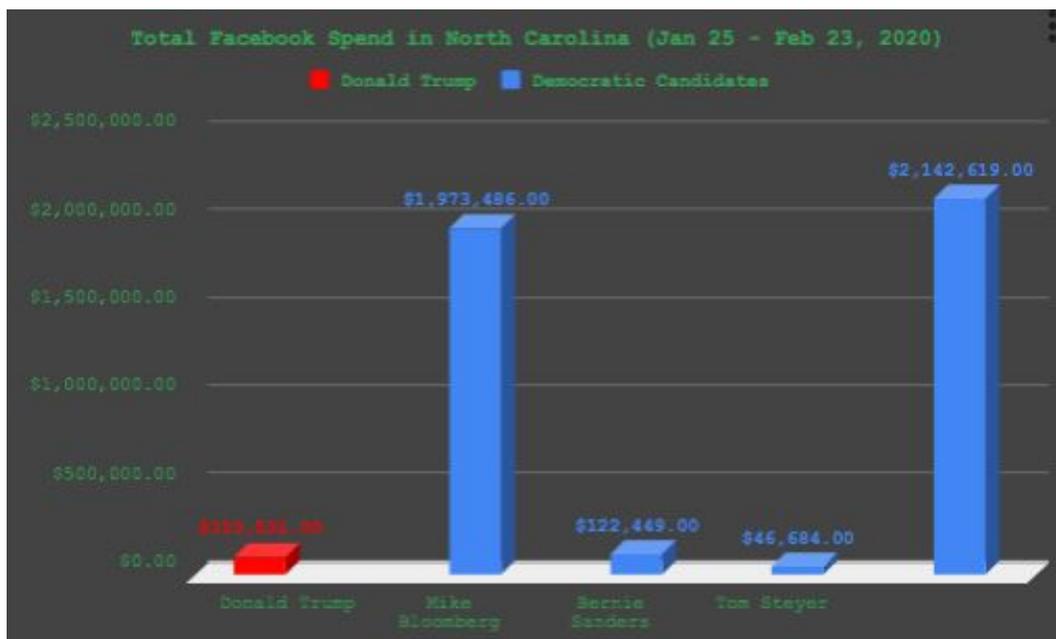


**Maine:** Bloomberg captured 88% of spending followed by Warren (8%) and Sanders (4%).

**Minnesota:** Klobuchar is not spending in her home state, joining Steyer and Biden who are also not spending in MN. Bloomberg captures 82% of spending followed by Sanders (12%), Warren (3%) and Buttigieg (2%).



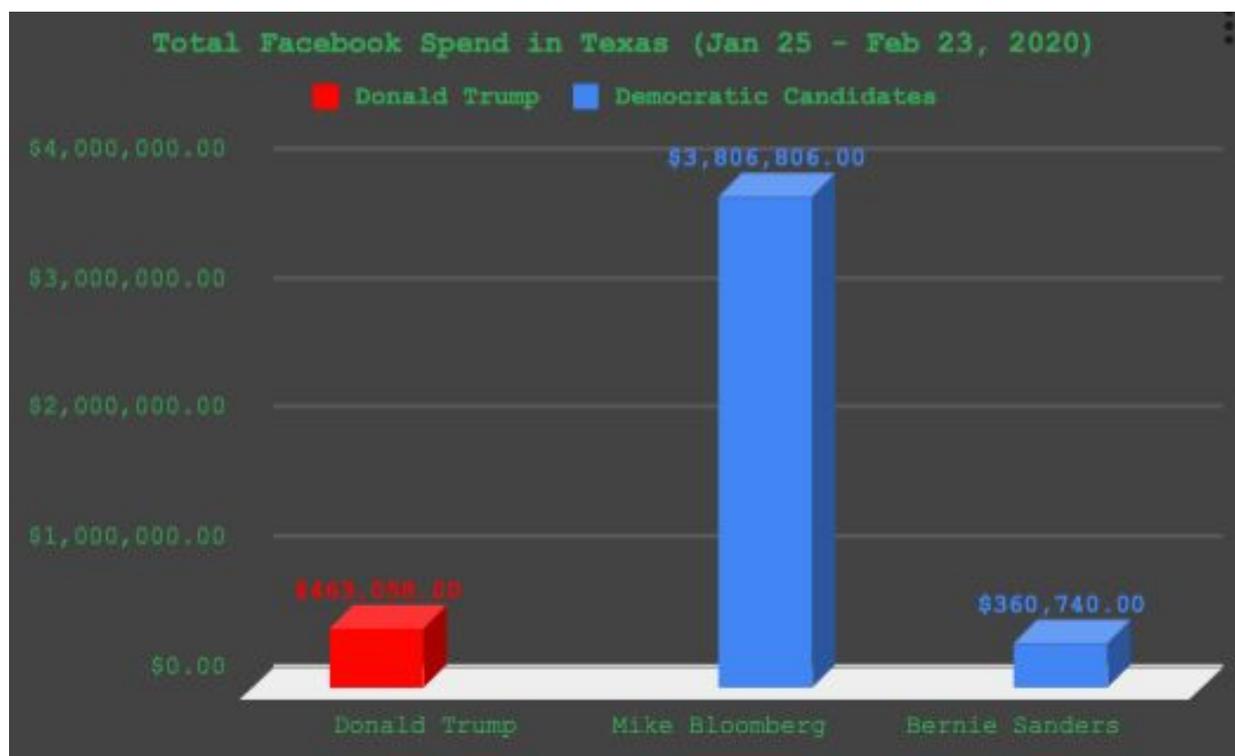
**North Carolina:** Bloomberg bucketed 92% of the FB ad spend in the Tar Heel state followed by 6% for Sanders and 2% for Steyer.



**Oklahoma, Boomer Sooner:** Bloomberg laid the boom capturing 96% of FB ad spending in Oklahoma. Only Sanders (2%) and Buttigieg (2%) are also spending in the state. Warren is noticeably absent in the state in which she was born, possibly since she is polling in 5th in the state.

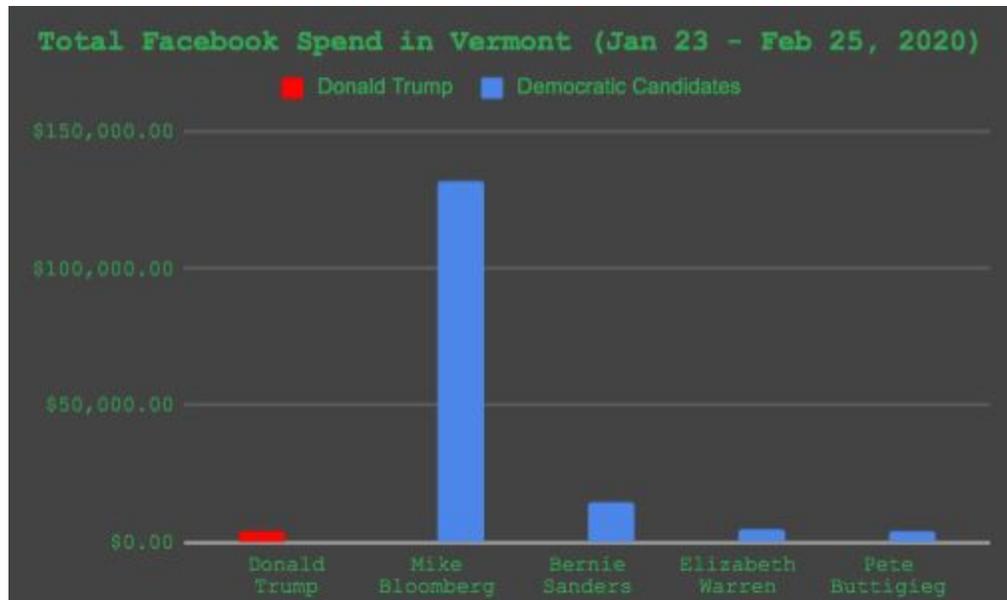
**Tennessee, Volunteer State: Biden, Klobuchar and Buttigieg aren't volunteering any FB ad budgets to the Volunteer state.** Bloomberg captured 92% of spending followed by Sanders (5%) and Steyer (2%).

**Texas, Hook 'Em Horns:** Bloomberg (91%) and Sanders (9%) are the only candidates looking to hook on with voters in Texas according to their 30 day FB ad spending in the state. Everything is big in Texas except Biden, Buttigieg, Warren, Steyer and Klobuchar's FB spending to date...(Steyer and Warren, however, also recently started to spend as they both rank in the Top 10 when looking at spending over the last 7 day period from 2/19-2/25.)



**Utah:** Bloomberg captured 94% of spending followed by Sanders (4%) and Buttigieg (2%).

**Vermont: Bloomberg is not shy of laying out the green in the Green Mountain State** capturing 85% of spending followed by Sanders (4%) and Buttigieg (2%). If Bloomberg can overperform in Sanders home state it could be a strong message of his generating momentum. (Recent polls show Bloomberg in 4th place at 7% in the state.)



**Virginia: Bloomberg is not so Cavalier about his spending in Virginia**, dominating the spending as he was the only Democratic candidate in the Top 10 in spending in Virginia over the last 30 days spending \$1.5M on FB ads in the state. (It is notable that Steyer, Sanders, Buttigieg and Warren all started to spend in the state in the last 7 days, but are being far outspent by Bloomberg. Given its proximity to the Washington DC market, there are also a host of special interests spending heavily in VA making it more challenging to be a Top 10 spender.)

## Things that make you go hmmm....

- How much will Bloomberg's ability to far outspend candidates on Facebook advertising lead to success at the voting booth on Super Tuesday? Can his significant spending advantage generate success in states like Alabama and Arkansas where he's largely unopposed in ad spending, let alone other key states like Texas where he captures over 90% of the Facebook ad spending.
- How will Biden and Klobuchar's lack of spending on digital advertising impact their success on Super Tuesday? Should they be investing more in digital vs TV since they poll well with 55+ and older demographics are influenced by Facebook advertising (some data suggests more than TV ads)?
- Can success in South Carolina generate enough momentum for Biden (assuming he does well) to help offset a lack of advertising budget given voting is three days later and early voting has started in key states?
- Can Warren continue past Super Tuesday if she doesn't win her home state?

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