

Digital Ads Are Cheap—Until You Waste Them

We are currently in an age where digital advertising has never been more accessible, and yet at the same time, has never been more misused. For a few hundred dollars, anyone can launch a digital campaign that racks up a few hundred impressions, a handful of clicks, and maybe even some new page likes. But none of that guarantees that your investment moved the needle.



Jonathan Dickerson
Vice President

Cheap ads don't mean cheap influence. In fact, undisciplined digital campaigns are often the most expensive because they waste time, money, and opportunity.

We see it constantly: vague targeting ("voters in state"), generic creative, and metrics that prioritize reach or impressions over outcomes. In advocacy, that's not just ineffective, it's reckless. When you confuse activity for impact, you're paying for noise, not persuasion.

Digital advertising gives us powerful tools: segmentation by ideology, geography, behavior, even by historical geographical data. Used correctly, they can drive real outcomes. Used lazily, they produce nothing but inflated reports and exhausted budgets.

Smart campaigns start with clarity: What's the goal? Who matters? What message will move them? Then, they test. They iterate. They scale what works. We've seen \$5,000 campaigns outperform \$50,000 ones because they were built with purpose and pressure-tested along the way.

And once you've reached someone, the work doesn't stop. Repetition is essential. Most people don't act the first time they see a message. They act when it shows up again, and again, and again - refined and relevant every time.

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That's where remarketing becomes invaluable. If someone has watched your video, clicked your ad, or visited your landing page, now they're in the conversation. It's essential that once they're in the conversation to not let them drift. Stay with them. Advance the message.

According to a recent study reported by Ad Age, advertisers waste 23% of their programmatic spend - nearly one in four dollars - on low-quality placements, fraud, and made-for-advertising sites. That's not a media problem. That's a strategy problem.

At AxAdvocacy, we treat digital like we treat field campaigns: targeted, disciplined, and relentlessly focused on outcomes. If your ads aren't converting, it's time to rethink the strategy - not just the spend.