



**EccaNova**



## **THANK YOU GOV. BESHEAR**

**List Growth During Crisis Through Early Market Adaptation**

*53.7k sign-ups · 20.976% CTR in 20 days*

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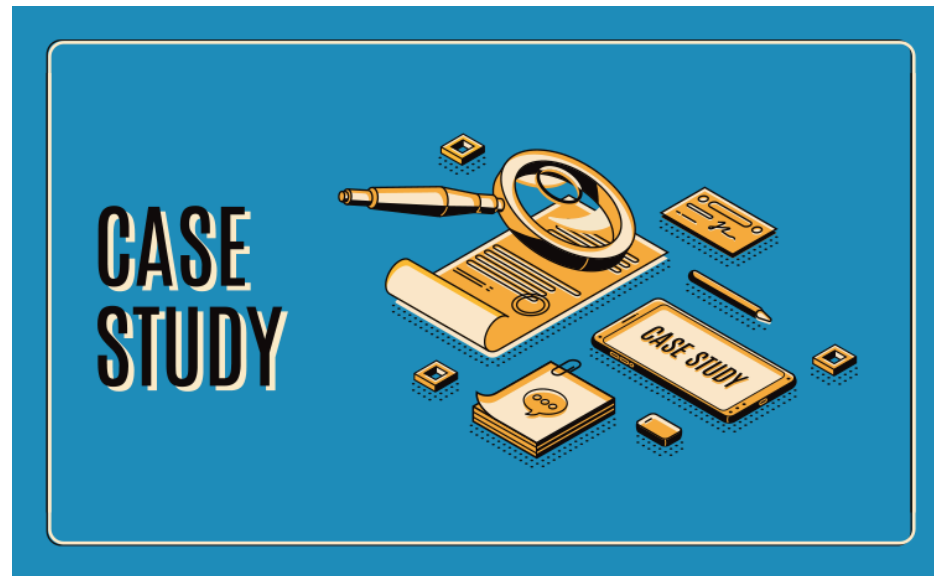
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### Thank You Gov. Beshear Campaign:

List Growth During Crisis Through Early Market Adaptation

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## 1. THE MOMENT

In early 2020, COVID-19 introduced unprecedented disruption to daily life. Isolation, uncertainty, and the need for real-time information pushed people to social platforms at historic levels. Social usage surged, while many consumer brands sharply reduced or paused advertising due to content sensitivity, production slowdowns, and shifting retail dynamics.

The result: **demand for social content increased while competition for ad inventory dropped**—driving Facebook CPMs down significantly.

At the same time, **Governor Andy Beshear's approval among Kentuckians was soaring**, as his leadership during the crisis resonated across the state.

This convergence created a rare, short-lived opportunity for rapid and cost-efficient list growth—but only for organizations willing to recognize the shift as *it was happening*, not after.

## 2. THE INSIGHT

Eccanova identified this inflection point early. Rather than retreating in uncertainty, we advised the Kentucky Democratic Party (KDP) to **lean into the moment**—adapting message, tone, and execution to match the emotional and behavioral realities of the audience in real time.



### 3. THE GOAL

Rapidly grow KDP's supporter file through high-performing, conversion-optimized Facebook advertising.

### 4. THE CHALLENGE

Operate with clarity and speed inside a chaotic, fast-changing digital environment—while remaining authentic, sensitive, and effective during an unprecedented cultural moment.

### 5. THE STRATEGY

We launched a **simple but powerful** digital action: a **“Thank You” card for Governor Beshear**—an uplifting expression supporters could take during a difficult time, aligned with public sentiment and his high approval ratings.

Nine days into the campaign, as performance data and audience behavior signaled continued momentum, **we adapted again**—introducing a second variation asking constituents if they **“Trust Andy,”** allowing supporters to add a personal message and deepening engagement.





## 6. THE EXECUTION

### DYNAMIC CREATIVE & MESSAGING

- Deployed six **bold static ad creatives** with dynamically rotating post copy.
- Integrated **proven high-converting language** from KDP's organic social content and national **messaging trends**.
- Framed participation as a **positive, affirming action**—rather than a traditional political ask.
- Captured names, emails, zip codes, and counties for **long-term campaign use**.



### REAL-TIME OPTIMIZATION & TARGETING

- Installed Facebook pixels on all landing pages to track conversions and inform **continuous optimization**.
- Leveraged existing KDP pixel data to build **refreshed lookalike audiences**.
- Applied affinity and Kentucky-based geotargeting to **reach the most receptive supporters**.
- **Continuously refined targeting** to avoid the typical mid-campaign performance drop-off.



## 7. THE RESULTS

In just **20 days**, amid extraordinary national uncertainty, **the campaign delivered:**

- ▶ **53.7k new sign-ups**
- ▶ **20.976% click-through rate**  
nearly **21x** the Facebook benchmark
- ▶ **One of the strongest and most sustained acquisition performances Eccanova ran in 2020**  
and among the **highest CTRs** we've observed in a decade of digital campaigning.

## 8. WHY THIS MATTERS

This campaign wasn't successful because of a single tactic or platform. It succeeded because **Eccanova recognized a market shift early, adapted immediately, and executed with speed and discipline**—always with the client's long-term goals at the center.

**WHEN OTHERS PAUSED, WE MOVED.**

**WHEN CONDITIONS CHANGED, WE ADJUSTED.**

**WHEN THE MOMENT MATTERED, WE ACTED.**

**That's the difference between selling tools—and **delivering outcomes.****

