

# Trump Advertising Research

This deck tracks a sampling of Trump campaign immigration ads from September 17 - October 1.

## Observations

- Campaign ran three different anti-immigration ads, two were previously tested and one was a retooled version of an ad that was recently posted to YouTube.
- Campaign has been increasing their spending every few days and appears to have phased out Ad #3
- Spending on ad batches were about \$1.5k per batch and have gone up to as much as \$35k per batch
- Anti-immigrant ads have not been posted to “Promises Made Promises Kept” or “Team Trump” and have instead been redirected to state-specific pages such as “Trump for Pennsylvania”
- Other non-immigration ads are focused on Trump’s Supreme Court nominee, “drain the swamp” messaging, clips from the debate, “law and order” messaging, and drug prices.

## Total estimated spending for anti-immigrant ads Sept 17- Oct 1: \$202,000

- Ad #1; “Joe Biden tried to cut Social Security for decades... Now Biden’s promising your benefits to illegal immigrants” — **Total: \$81,400**
- Ad #2, “Biden wants to increase refugees by 700%” — **Total: \$81,500**
- Ad #3, “You’ll compete with illegal immigrants to keep your job” — **Total: \$39,100**

**Immigration Ad 1**

[“Biden tried to cut Social Security for decades... Now Biden’s promising your benefits to illegal immigrants”](#)

- Same ad was tested in early September and ran at lower spending levels.
- Current spending is increasing on multiple Trump affiliate pages. (\$15k on 9/30-10/1 vs \$1-1.5k 9/17-9/19)
- Top states targeted: FL, PA, NC, MI, AZ, GA, WI, OH

**Estimated Spending totals for Sept 17-Oct 1, divided by page:**

- Donald J. Trump: \$62,900
- Trump for Pennsylvania: \$13,200
- Trump for Michigan: \$ 5,300
- **Grand total: \$81,400**



**Donald J. Trump**

Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

We cannot count on Joe Biden to lead us through times of crisis.



Sample Batch of 275 Ads Run Sept. 30- Oct. 1

**Amount Spent**

The estimated total money this advertiser spent on these ads.

[Learn more](#)

**Amount Spent**

**\$10K - \$15K (USD)**

**Impressions**

The number of times these ads were seen on a screen. This may include multiple views by the same people.

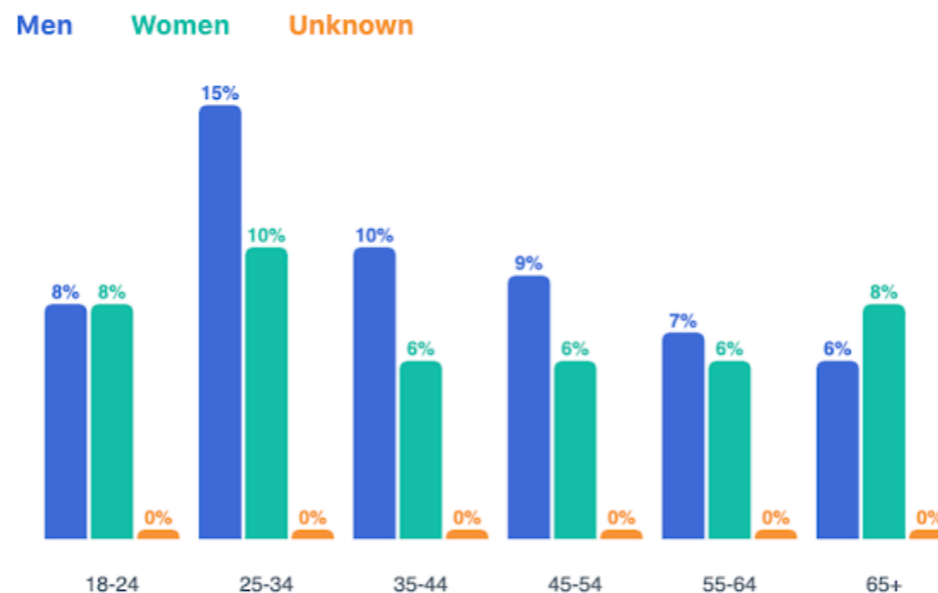
[Learn more](#)

**Impressions**

**350K - 400K**

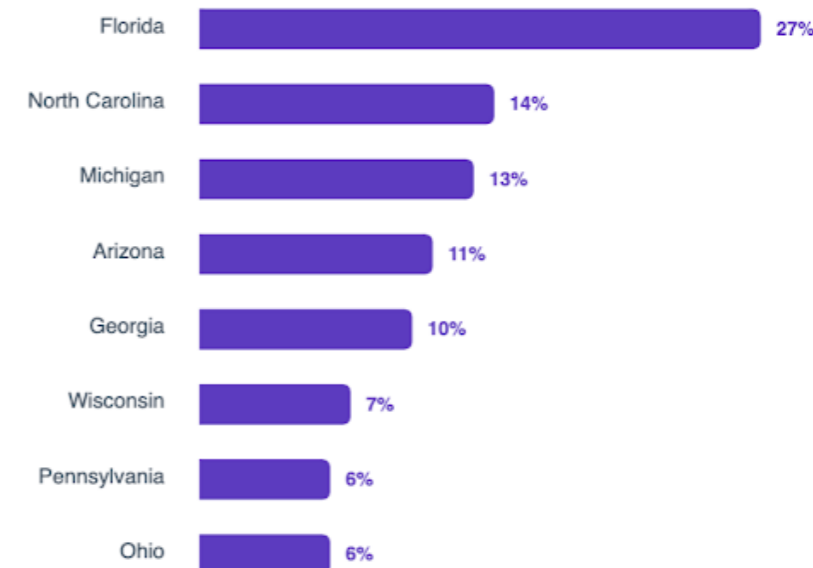
**Who Was Shown These Ads**

The age and gender breakdowns of people who saw these ads.



**Where These Ads Were Shown**

The regions where people who saw these ads are located.

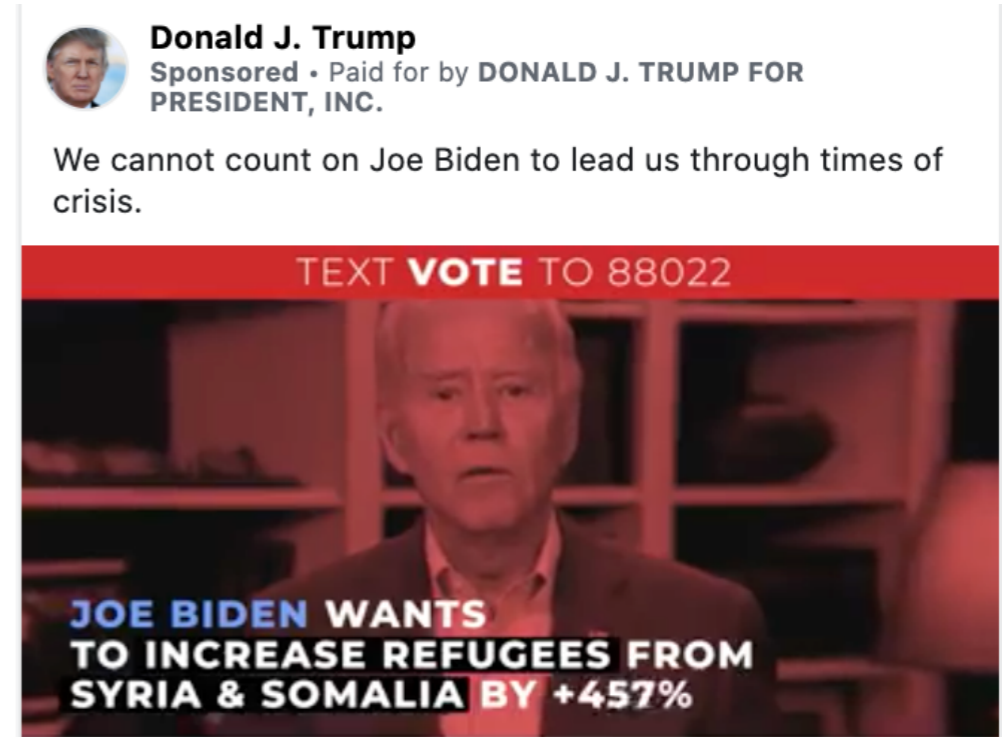


**Immigration Ad 2**

“Biden wants to increase refugees by 700%”

- Ad is adapted from video posted mid-September
- Posted in large batches with high dollar spends
- Ad is not yet posted by Trump affiliate pages
- Top states targeted: FL, PA, NC, MI, AZ, GA, WI, OH

**Estimated Spending for Sept 17-Oct 1: \$81,500**



Sample Batch of 299 Ads Run Sept. 30- Oct. 1

**Amount Spent**

The estimated total money this advertiser spent on these ads.

[Learn more](#)

Amount Spent

**\$30K - \$35K (USD)**

**Impressions**

The number of times these ads were seen on a screen. This may include multiple views by the same people.

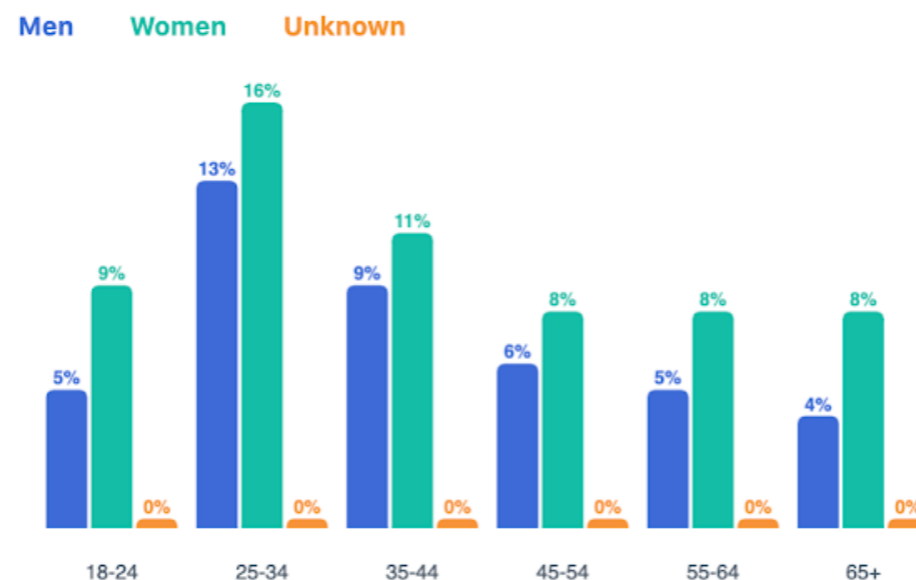
[Learn more](#)

Impressions

**>1M**

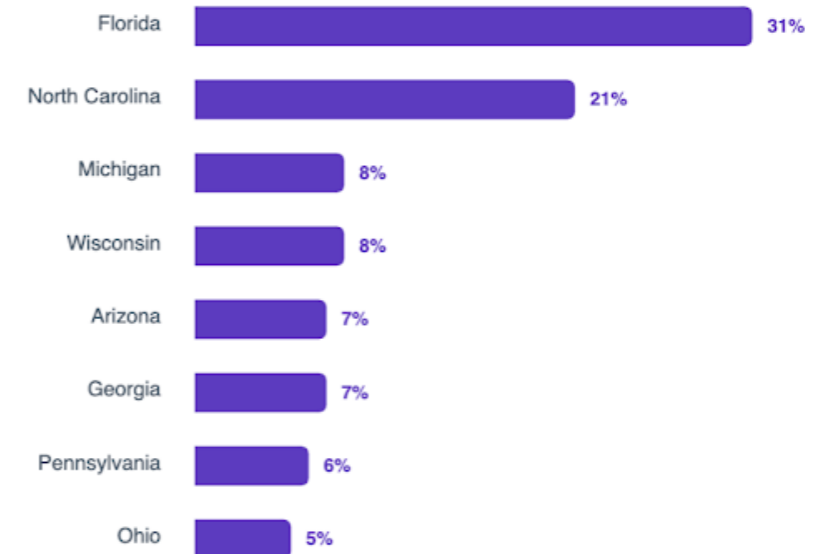
**Who Was Shown These Ads**

The age and gender breakdowns of people who saw these ads.



**Where These Ads Were Shown**

The regions where people who saw these ads are located.



# Immigration Ad 3

“You’ll compete with illegal immigrants to keep your job”

- Same ad was tested in early September and ran at lower spending levels.
- Ad has not been posted since Sept. 25
- Ad was not posted by Trump affiliate pages
- Top states targeted: FL, PA, NC, MI, AZ, GA, WI, OH

**Estimated Spending for Sept 17-Oct 1: \$39,100**



**Donald J. Trump**  
Sponsored - Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

President Trump has spent the past three and a half years fighting for YOU!

He has worked day and night to fight for the forgotten men and women in this country.

Under the Trump Administration, every single citizen will...



## Sample Batch of 127 Ads Run Sept. 24-25

### Amount Spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

Amount Spent

**\$30K - \$35K (USD)**

### Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people.

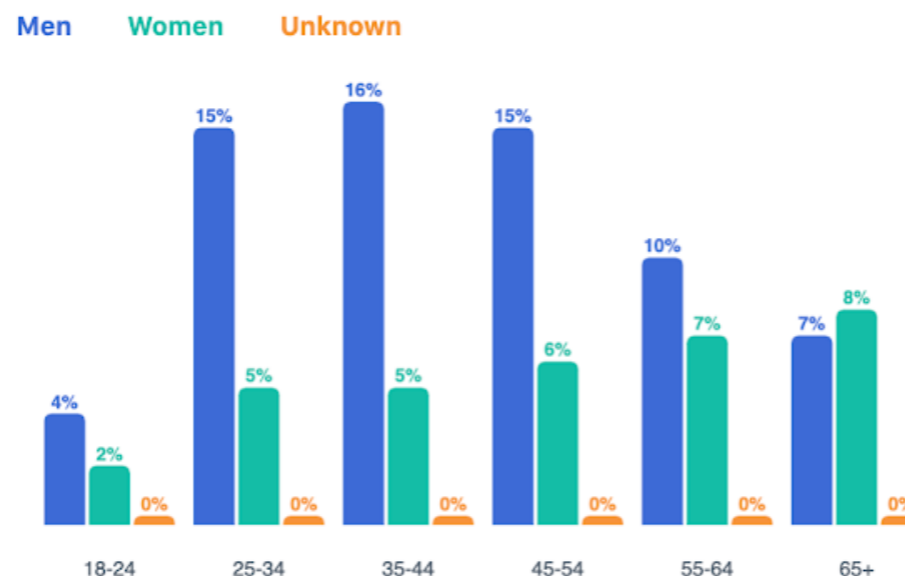
[Learn more](#)

Impressions

**>1M**

### Who Was Shown These Ads

The age and gender breakdowns of people who saw these ads.



### Where These Ads Were Shown

The regions where people who saw these ads are located.

