

Priorities USA Announces \$30 Million Digital Investment in Battleground States

Written by Priorities USA Press

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<http://newiproggressive.com/images/stories/S5/vote-47-mb5-s5.jpg>



Priorities also announced record-breaking fundraising totals, positioning the organization to invest early in key states.

WASHINGTON, D.C. — Monday, Priorities USA announced a \$30 million investment in digital mobilization and persuasion efforts that will reach voters in battleground states ahead of the 2022 midterm elections. The investment will include exclusively digital programs in Wisconsin, Pennsylvania, Nevada, Arizona, New Hampshire, Georgia and Michigan.

Priorities raised a record-breaking \$27.9 million across its three entities for the year 2021, more than doubling its 2017 annual fundraising total. This substantial support has allowed Priorities to create a robust, effective paid media operation for the upcoming 2022 midterm elections.

Priorities' efforts will focus on states where Senate and gubernatorial races are expected to be most competitive. These key states also include several House districts that will likely decide control of the chamber.

Priorities has continuously invested in improving online advertising by utilizing testing and analytics to create the most effective operation possible. By constantly optimizing outreach tactics to meet the challenges of a changing media landscape, Priorities will put Democrats in a strong position to protect and expand majorities in 2022 and build a necessary foundation in presidential battleground states ahead of 2024.

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