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Obama's campaign going to the dogs -- and cats and chickens

When it comes to reaching specific voters, Moffat said, "you can be a lot more precise with your message online." Plus, compared with broadcast, online ads are cheaper and easier to track.

"We can show the value of a particular message right away by seeing who clicks through or who spends time with a particular message," he said. "We can immediately demonstrate its value, and we have hard numbers to show a person's engagement."

In theory, such targeted ads can help the candidates better engage with the key voters they need in what's sure to be a close election: the elusive swing state independents, the coveted Hispanic groups, the Catholics who vacillate between Republicans and Democrats. The campaigns buy ad space on sites such as elNuevoHerald.com to reach Latino groups and SuburbanChicagoNews.com to find the Catholics who could vote either way, and look for independents on general news sites such as CNN or e-mail sites such as Yahoo!

"They can find where these coveted voters specifically are online and get their message to them," said Kate Kaye, senior editor for ClickZ, a trade publication that covers the digital advertising industry, and author of "Campaign '08: A Turning Point for Digital Media."

"It's a major advantage."

Moffat also noted that Romney's campaign, like Obama's, has posted multiple videos to Hulu and YouTube to reach people who don't watch TV much. There's another strong advantage to online video ads: You generally can't fast-forward through them like you can if you use a DVR to watch TV.

Both campaigns have already spent millions on TV ads. The Obama campaign spent nearly $13.3 million from January 19 to May 22, while the Romney campaign spent more than $15 million from November 22 to May 22, according to Kantar Media/Campaign Media Analysis Group, which tracks political ad spending.

Online, the Romney campaign has spent much of its early money on Google search terms. Type in "George Romney," Mitt's father, and an ad for his son appears on the top of the page. "Mayor Booker" pulls up a "Stand With Cory Booker" ad from the Republican National Committee criticizing Obama.

The Obama campaign is doing the same on Google, but ad buys for both sides may change, as the political debate shifts. When "Buffet Rule" was a hot topic a few weeks back, a Google search turned up a link to WhiteHouse.gov. That ad has since disappeared now that the term is no longer in the news.

Romney's online campaign seems pretty traditional so far. Type Romney's name into Moat.com, a visual ad search site, and 20 ads appear, most with a simple message such as "Stand with Mitt." "Ready to Lead" or "Vote for Mitt." In many of the ads, the candidate stands alone smiling confidently, looking off into the distance.

Prove Mitt's not a unicorn, group says in satirizing 'birthers'

"What he is trying to do here is essentially show Romney is the strong leader, implying that Obama is the weaker leader," said Drew Westen, an Emory University psychology professor who wrote "The Political Brain," a book about the role of emotion in deciding elections.

For now, Romney's ads are most likely to show up online where readers may be sympathetic to his message, or on sites that would
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162 people recommend this. Sign Up to see what your friends recommend.
what would romney do to help the economy? more tax cuts for the rich, of course
what would romney do to lower the deficit? more tax cuts for the rich, of course

It must be easy to be a republican. same answer to all economic problems, all times

Romney is now making the EXACT same promises he made when he ran for Governor of Massachusetts (more jobs, more businesses, lower debt, lower taxes etc). He even uses the same words in most cases. You can see the clips side-by-side on the Romney Economics website.

How did he do in Massachusetts on keeping these promises? Very poorly. Massachusetts was 47th in job creation when Mitt was Governor. It's hard to do worse than that. The debt skyrocketed under Romney. The citizens of Massachusetts were hammered with all kinds of fee hikes (aka tax hikes).

In short, Romney reneged on pretty much every promise he made. That's Mitt Romney's record.

Well, I'm far from rich and Obama has not made my life any easier, I guess you have to be on the government's various "let me take care of you for the rest of your life programs" in order to be pleased with Obama's leadership.

And as long as we never look at the factual accuracy of their statements they all sound great

Bingo.

What will Obama do? give us 4 more years of high unemployment and record deficits from out of control government spending. Obama keeps telling us that all of the economic problems were left to him by GWB, so far in almost 4 years he has not managed to fix any of these problems. Why will 4 more years of a clueless regime fix any problems?

I laugh at people who talk about job creation numbers. Land mass and geographical location have a huge impact on this stat. If you want an even number to look at, check the Unemployment rate to see if the people in his state have work. Mass. is well below the national average. Looks like he is better than Obama yet again!
I can't believe that anyone would vote against their own interest by voting for Romney... but then again, some people voted for Bush..... twice.

I can't believe anyone would vote against their country's best interest..... but then again, some people voted for Obama.

Germans voted for Hitler, now if they only read Mein Kempf!

Then maybe you should open your eyes a little bit and understand that they are not voting against their own best interest.

ROMNEY....
Turned his back on his core beliefs for a shot at the presidency.
Worked for a company that made millions from other people's miseries
Preaches about everyone doing their part while his own money is in swiss banks.
Tells hispanic crowds that he's hispanic; tells non-hispanic crowds that hispanics have to go.
Does not support woman's causes.
Bullies people who are different than himself
Is known for inhumane treatment of animals
.....and he's not even in office yet!!!

Obama...
Turned his back on our freedoms by resigning the patriot act and now has a kill list that he decides on
Never worked for a company or signed a paycheck except using taxpayers money.
Preaches about everyone giving their fair share while pandering to people who pay nothing.
Tells Hispanics and Blacks that he is on their side in the mean time creating the most unemployment in those demographics .
Relegating women to the life of Julia.
Demonizes anyone that isn't a progressive maniac.
Eats dogs
and he is in office.

Well 1 out of 9 of those are certainly a warranted criticism
lonewolf1069 -- of course he has -- you haven't been paying attention... google it.

And don't forget he bullies people who are perhaps gay, holds them down and cuts their hair.

Romney has NEVER claimed to be hispanic

I don't like any politician and both party's are crazy,. but the GOP has been extra super-duper crazy and stupid in comparison the last 12+ years now and it's just getting worse. So, I'm voting for the least crazy guy (Obama). All of the Conservatives that are into conspiracy theories, end of the world mindsets, and spoon fed Faux News nonsense, can deal with it, and I suggest they work on getting an actual viable, non nutty candidate for 2016 and stop acting like maniacs and maybe some of us will actually consider a vote for the GOP some day (I'm not holding my breath though).

See, Tim, . . . these are the insults I mentioned in another post . . . "you are still a puppet" was completely unnecessary in replying to your comment, with which I agree, but rwb49 had to put it in there anyway!

I hear you & in my opinion, you are still a puppet on government strings, no matter which party is in power (...Did you forget to remember your own common sense for your country? Afterall, your future generations depend on YOU. Are you willing to put a price on THEIR FUTURE, & feel they should also agree with your own personal political party's agenda???? Can you truly tell your future generations that government had all the answers???? Or, will you want our future generations to have the same individual freedoms as you've been entitled too, so far? Has it not been enough that our government has already maxed out the USA credit card, & expect the next generation to cover this current generation's financial mistakes.....How fair is that??? The only people that feel America owes them a financial life support, are the "selfish" & those that envy those that worked hard for their success...

Regardless of ads, etc., President Obama has demonstrated with his actions and policies that he supports fair policies that benefits ALL Americans (middle class, poor, rich, etc.) . . . In CONTRAST, the Romney and Republican policies show that they are about 'greed and bigotry', the GOP have gradually and now BLATENTLY (with the Supreme Court Citizens United Decision) allowed anonymous legalized Bribery and the sale of the U.S. Democracy to the highest bidder (top 1% wealthy) who will profit at the expense of the 99% of Americans (ie. middle class, women, children, veterans, seniors, etc.). It also gives Corporations unlimited power in the name of free speech. Americans, Corporations ARE NOT people and this decision needs to be overturned because it is going to DESTROY our Democracy Republic, eliminate the middle class, turn America into a country where only a few rich Billionaires (top 1%) will be controlling the U.S. and making the laws and making themselves rich, to the DETRIMENT of the 99%, all of whom will eventually be in poverty, penniless, powerless and at the mercy of the Rich.

2. An Oligarchy" is when the government is controlled by a small group. A "Plutocracy" is when the government is controlled by the wealthy. Romney's and Republicans Economic policies will turn the U.S. into a Oligarchy Plutocracy, where a small group of wealthy people will control everything including ALL laws, and they will make laws to satisfy their greed and make themselves richer, while the 99% (including...
middle class, etc.) will be forever moved into the poverty class - your vote will mean nothing and the Rich will make sure of that. ALL AMERICANS (Democrats, Republicans, and Independents, etc.) should be OUTRAGED by the idea of the U.S. becoming a Oligarchy Plutocracy, and you should realize that the way to STOP this from happening is NOT TO VOTE FOR Walker, Romney and Republicans, who are destroying the U.S. . . . and if you continue to vote for them you will have no one to blame but YOURSELF when the U.S. goes over the cliff . . . .

@rwb49: Your reply sums up your idea of 'American Heritage', translated as follows: The Republican party is about 'greed and bigotry', and they often believe and tell any lie to further their greed and bigotry. Many Republicans are fearful that a second term for President Obama will PREVENT them from making the top wealthy 1% richer - giving them and corporations more unjustified tax breaks, deregulation without oversight, etc., to the DETRIMENT of the 99% of Americans (middle class, children, women, seniors, veterans, etc.). And the Republican Party is a haven for, and rampant with, Bigots (racists, anti-women, anti-gay, anti-senior, etc.), and many of the ignorant bigoted people who vote for Republicans, often ignore facts and foolishly vote against their own and their families interests, see the U.S. destroyed - cut off their arms, vote with the 1% wealthy who are pushing them from middle class to poor, etc. - as long as their vote and actions reflect that they are clinging to their ignorance, bigotry, and hate . . . . their sick pathetic definition of being a Patriot and proud American. . . . Yes, that is apparently what you cling to as 'American heritage', and Republicans will be the destruction of the U.S. if people continue to vote for them.

This potus in chief has demonstrated with his actions and policies that he supports fair policies that benefits ALL Americans (middle class, poor, rich, etc)? Not only that, this potus has put a price on our American individual freedoms, values, heritage, & our Constitutional law of our land, continually, "dividing" the people of America "United" as a people"....How any of us American citizens could allow anyone in our government to invade & force their people to change their American heritage, is a "red flag" in my book....America will never be a "socialist society sheeple" follower....America is a free Nation of people; any other Nation calling us otherwise, are jealous of our exceptionalism & freedoms....

Obama outspends Romney on online ads - CNN.com

No President has tried harder and more persistently than Obama to include the opposition in national policy.... Ironically, the determination of the GOP to make the country fail in order to tag the first black President with its failure cancelled out those efforts right down the line.

Obamacare ?....
He tried to implement a Republican healthcare plan..... it's not his fault that Republicans are too racist to support their own plans when they're offered back to them.

Ugh, were have you been? On mars? Obama has created 4 million jobs  (CBO), he has rescued the auto industry and the massive supply chain connected to it. He has helped millions of children/young adults get health coverage previously denied. He has begun closing the doughnut hole helping the elderly. He has commanded the end of even more Al Qaeda leaders making America safe. He has eliminated prejudice in the military for the first time in history. He has lowered the debt, the deficit, and is spending lower than in 60 years. The Republican's? They have deliberately attempted to strangle the recovery just to make Obama look bad. They have obstructed and filibustered ( over 400 Democratic bills) more than any party in American history. The Republican's have eliminated nearly a million public jobs ( unemployment would be 7.1 now) in a time when people need jobs desperately. The austerity from Romney, Ryan and the Republican's is like taking more blood from an anemic, it will sink this country even more.

please tell us how obama saved ford?  also where hvae you been venus, because obama lost 4.3 million jobs.
opinion8it

oh how I wish I could click "like" 50,000 times

rwb49

You truly don't have to remind any citizen of O's leadership, even though he happens to be a little bit dark in skin color.....He hasn't needed any help; he's created all of America's turmoil on his own. You are wasting your time trying to convince other citizens that this current putus has our best interest at heart.....NOT!

demchaos

like with obamacare. really to try and post that BS barbie.

Coolnight0

Barbie:

ignore him, he knows very few words given by Repubs. He will use words like, BS, lies.

demchaos

so you have come to post lies today collnight. thanks for sharing. someday when you grow up coolnight you will not want the dems to take it from you.

Guest

they aint determined to see Obama fail. they just disagree with his policies.

Brational2

One result of the Obama presidency is that it has brought out, for all the world to see, that the underbelly of the GOP is a class of people who are uneducated and blinded by prejudice.

I often wonder if has occurred to them that the screen names they pick, which I think they must consider to be witty, actually reveal their bigotry and ignorance more than anything else.

And when they post comments that are just venomous and full of racial epithets, I wonder if they realize that far from attracting independent voters to the Republican party, they actually are doing great damage to the party and driving independents away from it. Romney can put on a mask of tolerance and the GOP leadership can make carefully worded statements about inclusion. But the voices of throwbacks to the Jim Crow era whose comments you can read on CNN every day by the hundreds, outweigh everything that the GOP wants people to believe about their party.

No independent voter can want to align themselves with people who say such things, and reading the comments just makes Democrats more firm in their commitment to vote in repudiation of bigotry.

BarryStalin

Independents are moving away from Obama in droves. So are traditional democrats.

Labeling someone a racist because they don't believe Obama to be the man for the job is nothing short of showing yourself as a scared and desperate person, who cares more about their party, than their country.

People like you should not be allowed the privilege of voting.
And what makes you think you know what race I am?
More evidence that you are not a Democrat.

I didn't actually say that everyone who is voting against Obama is a racist, because of course they are not. What I actually said is that there is a segment of the GOP, which I called its 'underbelly', that is decidedly racist. I don't think you are racist. I've read your other comments and see that you frequently object to religious bigotry. But I admit that honestly, you were one of the people I was thinking about when I wrote the comment about screen names. Yours is an offensive name and reveals that you are extremist in your views which in turn, I feel, is actually quite likely to make your comments less likely to be considered as reasonable or worthy of consideration.

I stand by what I said about independents. Whatever else they are, they are not political extremists. I don't think they are going to turn out as a unified block for either candidate, but they will be inclined to turn away from racism and unfortunately, the comments on CNN from people who identify themselves as conservatives often are quite racially derogatory at the least.

The problem with your argument is it's racist in itself. You assume every person of color is a Democrat. We do not all speak with one mind. Stop insulting an entire class of people. Thank you.

Class of people???? If you feel so intent on dividing the American citizens by political affiliation, race, or class, than I feel sorry for your lack of using your own common sense.....If you truly believe this current potus or any of our current candidates running for our C in C are the answer to our current USA problems, than you're living in a dream world.....It truly is not our government, no matter what party in power, that can solve our problems....Government needs to "butt out" & allow the American people the chance to save our Nation....We all know, government has neglected to do so....For 200+ years, our Nation has survived, not by our government, but by we the people...The citizens have the strength to protect & fight for what's ours, without any $$$ involved.

nObummer2012 It is you, ding dong !!!