

Online Appendix B

Summary of Facebook Ads Campaigns

Chapter 3.1: AfD Ad Campaign, 10-22 September 2013



Fig. B1 Facebook Ads for supporters of the AfD, English translation.

Note: The header and description are currently limited to 40 and 90 characters for advertisement on the right column. These limits do not apply for Ads on the desktop news feed, allowing for more information about the survey, such as the university affiliation.

Targeted fan pages: “Alternative für Deutschland” or “Bernd Lucke”.

Quotas	Cost (Euro)	Impressions	Reach	Clicks	CTR (I)	CTR (R)	Cost p. Cl.	Supporter Participation	Response Rate
Age: 17-24	13.66	557,486	17,368	266	0.05%	1.53%	0.051	131	49.2%
Age: 25-29	11.84	444,717	9,547	347	0.08%	3.63%	0.034	174	50.1%
Age: 30-39	12.52	493,907	12,163	394	0.08%	3.24%	0.032	233	59.1%
Age: 40-49	10.03	439,514	10,318	512	0.12%	4.96%	0.020	349	68.2%
Age: 50-59	8.06	293,815	6,175	303	0.10%	4.91%	0.027	236	77.9%
Age: 60+	4.59	175,473	4,019	206	0.12%	5.13%	0.022	94	45.6%
Total	60.70	2,404,912	59,590	2,028	0.08%	3.40%	0.030	1,217	60.0%

Chapter 3.2: SPD Ad Campaign, 10-22 September 2013



Fig. B2 Facebook Ads for supporters of the SPD, English translation.

Targeted fan pages: “SPD” or “Peer Steinbrück”.

Quotas	Cost (Euro)	Impress- ions	Reach	Clicks	CTR (I)	CTR (R)	Cost p. Cl	Supporter Participation	Response Rate
Age: 17-24	25.66	633,229	50,618	136	0.02%	0.27%	0.189	68	50.0%
Age: 25-29	23.73	448,362	24,504	109	0.02%	0.44%	0.218	41	37.6%
Age: 30-39	25.04	786,987	23,993	129	0.02%	0.54%	0.194	54	41.9%
Age: 40-49	25.32	713,641	20,888	175	0.02%	0.84%	0.145	77	44.0%
Age: 50-59	21.62	498,424	17,044	185	0.04%	1.09%	0.117	56	30.3%
Age: 60+	24.01	198,709	13,763	236	0.12%	1.71%	0.102	65	27.5%
Total	145.38	3,279,352	150,810	970	0.03%	0.64%	0.150	361	37.2%

Chapter 3.3: Thailand Campaign Ads 2011 and 2012



Do you support PT?
survey.az1.qualtrics.com
Then please participate in our scientific survey of 20 min. Your voice is important!



Do you support PT?
survey.az1.qualtrics.com
Then please participate in our scientific survey of 20 min. Your voice is important!



Do you support Democrats?
survey.az1.qualtrics.com
Then please participate in our scientific survey of 20 min. Your voice is important!



Do you support Democrats?
survey.az1.qualtrics.com
Then please participate in our scientific survey of 20 min. Your voice is important!



Do you support PAD?
survey.az1.qualtrics.com
Then please participate in our scientific survey of 20 min. Your voice is important!

Do you support PAD?
survey.az1.qualtrics.com
Then please participate in our scientific survey of 20 min. Your voice is important!

Fig. B3 Selection of Facebook Ads for supporters of PTP, Democrats, and PAD, English translation.

Thailand Campaign Ads, 2011

PTP (Pro-Thaksin, Red), 27 June – 3 July, 2011

1,467 participants, 24.9% response rate

Targeted fan pages: “Pheu Thai Party”, “uddthailand”, “Thaksinlivedotcom”, “Noppadon Pattama”, “Thaksin Shinawatra”, “Panthongtae Shinawatra”, or “Yingluck Shinawatra”.

Quotas	Date created	Cost (Euro)	Impressions	Clicks	CTR (I)	Cost p. Cl.
Age: 17+	27.06.11	57.21	3,341,107	4,672	0.14%	0.012
Age: 31+	01.07.11	4.13	198,511	1,008	0.51%	0.004
Age: 55+	02.07.11	1.26	52,153	218	0.41%	0.005
Total		62.60	3,591,771	5,893	0.16%	0.011

Democrat Party (Anti-Thaksin, Yellow), 27 June – 3 July, 2011

1,453 participants, 23.7% Response Rate

Targeted fan pages: “Democrat Party (Thailand)”, “Abhisit Vejjajiva”, “Korn Chatikavanij”, or “Suthep Thaugsuban”.

Quotas	Date	Cost (Euro)	Impressions	Clicks	CTR (I)	Cost p. Cl.
Age: 17+	27.06.11	69.73	4,071,471	4,328	0.11%	0.016
Age: 31+	01.07.11	4.67	261,093	1,506	0.58%	0.003
Age: 55+	02.07.11	1.49	67,391	290	0.43%	0.005
Total		75.89	4,399,955	6,124	0.14%	0.012

PAD (Anti-Thaksin, Yellow), 28 June – 3 July, 2011

471 participants, 14.1% response rate

Targeted fan pages: “People's Alliance for Democracy”, “ASTV”, “Vasit Dejkunjorn”, “matichonweekly”, or “matichononline”.

Quotas	Date	Cost (Euro)	Impressions	Clicks	CTR (I)	Cost p. Cl.
Age: 17+	28.06.11	32.0	1,706,463	2,941	0.17%	0.011
Age: 31+	01.07.11	1.79	60,708	261	0.43%	0.007
Age: 46+	02.07.11	2.04	60,885	143	0.23%	0.014
Total		35.83	1,828,056	3,345	0.18%	0.011

Note: The quota is 46 years or older for PAD due to a smaller target population. For more precise statistics on the performance of quotas, I recommend that quotas should not be overlapping with each other for the control demographic group.

Thailand Campaign Ads, 2012

PTP (Pro-Thaksin, Red), 25 February – 3 March, 2012

1,417 participants, 32.0% response rate

Targeted fan pages: “Pheu Thai Party”, “uddthailand”, “Thaksinlivedotcom”, “Noppadon Pattama”, “Thaksin Shinawatra”, “Panthongtae Shinawatra”, or “Yingluck Shinawatra”.

Quotas	Date created	Cost (Euro)	Impressions	Clicks	CTR (I)	Cost p. Cl.
Age: 18+	25.02.12	65.98	2,050,786	2,992	0.15%	0.022
Age: 18+ Fem	28.02.12	15.50	250,902	606	0.24%	0.026
Age: 40-50	29.02.12	3.94	56,810	292	0.51%	0.013
Age: 51-50	29.02.12	4.00	53,315	327	0.61%	0.012
Age: 61+	29.02.12	4.00	63,713	205	0.32%	0.020
Total		93.42	2,475,526	4,422	0.18%	0.021

Democrat Party (Anti-Thaksin, Yellow), 25 February – 3 March, 2012

1,509 participants, 35.6% Response Rate

Targeted fan pages: “Democrat Party (Thailand)”, “Abhisit Vejjajiva”, “Korn Chatikavanij”, or “Suthep Thaugsuban”.

Quotas	Date created	Cost (Euro)	Impressions	Clicks	CTR (I)	Cost p. Cl.
Age: 18+	25.02.12	77.25	2,252,710	3,024	0.13%	0.026
Age: 18+ Fem	28.02.12	14.00	311,084	518	0.17%	0.027
Age: 40-50	29.02.12	4.00	81,541	233	0.29%	0.017
Age 51-60	29.02.12	4.01	80,351	299	0.37%	0.013
Age: 61+	29.02.12	4.00	78,199	160	0.20%	0.020
Total		103.26	2,803,885	4,234	0.15%	0.024

PAD (Anti-Thaksin, Yellow), 26 February – 3 March, 2012

509 participants, 22.1% response rate

Targeted fan pages: “People's Alliance for Democracy”, “ASTV”, “Vasit Dejkunjorn”, “matichonweekly”, or “matichononline”.

Quotas	Date created	Cost (Euro)	Impressions	Clicks	CTR (I)	Cost p. Cl.
Age: 18+	26.02.12	42.75	1,363,643	1,703	0.12%	0.025
Age: 18+ Fem	28.02.12	8.30	174,953	238	0.14%	0.035
Age: 40-50	29.02.12	3.94	59,150	141	0.24%	0.028
Age: 51-60	29.02.12	3.97	64,358	152	0.25%	0.026
Age: 61+	29.02.12	2.58	47,796	74	0.15%	0.035
Total		61.54	1,709,900	2,308	0.14%	0.027