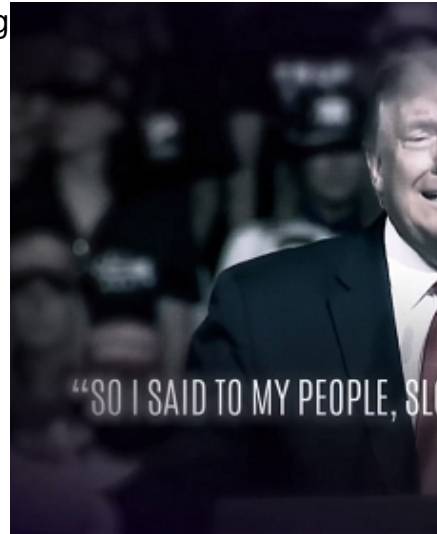


Liberal Super PAC Is Turning Its Focus Entirely Digital

Written by Priorities USA Press
Wednesday, 15 November 2023 10:24

<http://newiproggressive.com/images/stories/S5/pusa-contrast-trump-s5.png>



Priorities USA is reshaping itself as a digital political strategy operation.

WASHINGTON, D.C. — [New coverage from The New York Times](#) highlights Priorities USA's rebrand and commitment to serving as the digital brain trust for the progressive ecosystem moving forward.

As the article outlines, Priorities is dedicated to not only reaching and persuading voters across digital platforms with ads, but to acting as a digital resource for organizations across the country who need help to keep up with fast-changing digital trends.

[Read the full story here,](#) and see below for highlights:

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No more television ads from Priorities USA: The group is planning a \$75 million online effort to help President Biden and Democrats up and down the ballot.

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Priorities USA is reshaping itself as a digital political strategy operation, the culmination of a

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yearslong [transition](#) from its supporting role in presidential campaigns to a full-service communications, research and training behemoth for Democrats up and down the ballot.

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“We have learned that the internet is evolving too quickly for the traditional campaign apparatus to keep up in two-year cycles,” Danielle Butterfield, the group’s executive director, said in an interview. “We have committed to not just closing the gaps, but building infrastructure. We are not just focused on single-candidate investments....We are, I think, teaching folks how to fish.”

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Ms. Butterfield said that more than half of that \$75 million would be direct investments supporting President Biden’s re-election efforts and the campaigns of other Democrats on the ballot. Those plans, she said, will also have “embedded experiments” that will provide feedback on how people are responding to their efforts.

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The organization said it was developing relationships with influencers and other “content creators” to spread campaign messages on platforms like TikTok. The group has also been working on “contextual targeting,” which it defined as presenting ads to voters based on what they were watching on their devices at any given moment.