

Trump Advertising Research

A Snapshot of Immigration Facebook Ads During August 2020

Background

What we tracked: Trump campaign immigration ads on Facebook throughout August

- The majority of recent ads focus on hitting Biden for his support of undocumented immigrants and his vote record on the issue.
- A major focus is tying immigration to healthcare as COVID-19 package negotiations debated whether to include undocumented immigrants or not.
- Constant attempts to incite the scarcity mindset and accuse Democrats of giving immigrants preferential treatment.

General

- Trump floods social media with multiple variations in copy and creative.
- Some shift simple words, colors or images to test impact.
- More often than not, the majority of ads are targeted nationally, followed by a select few targeted at a few states.
- Their audience is consistently Men 18-44, Women 45+
- A majority of the people receiving ads are 45+, his biggest supporters.

Immigration Ad 1

Ads testing attacks on Biden tying him to the “Radical Left”, the copy remains the same but the video changes for female/male audience. Upwards of 400+ versions of the ad.*

Multiple versions of this ad

Donald J. Trump
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.
ID: 2705774926309082

Joe Biden has embraced the policies of the far Left.

- ✓ TRILLIONS in new taxes
- ✓ AMNESTY for 11 MILLION illegal immigrants
- ✓ A REDUCTION in police funding

The RADICAL Left has taken over Joe Biden and the Democratic Party. Don't let them take over America.



[HTTPS://WWW.DONALDJTRUMP.COM/](https://www.donaldjtrump.com/)
Joe Biden has embraced the RADICAL Left
STOP THE RADICAL LEFT>>>

[Sign Up](#)

About the disclaimer
When an advertiser categorizes their ad as being about social issues, elections or politics, they are required to disclose who paid for the ad. [Learn more](#)

Information from the advertiser

About the Page

Donald J. Trump
[View more ads from this Page](#)

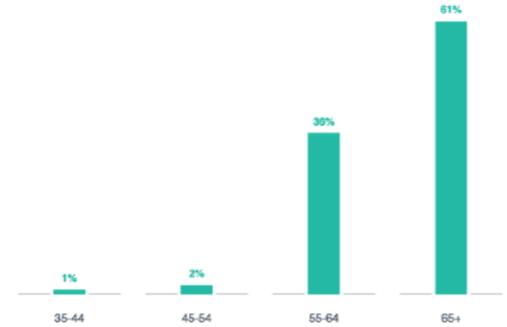
Total spent by Page on ads about social issues, elections or politics
May 2018 - Aug 1, 2020

Data About This Ad
This data only updates as long as the ad is active

- Active
- Started running on Aug 5, 2020
ID: 2705774926309082
- Amount spent (USD): <\$100
- Potential Reach: 100K - 500K people
- Impressions: <1K

Who Was Shown This Ad
These values are estimated.

Age and Gender



Where This Ad Was Shown



Multiple versions of this ad

Donald J. Trump
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.
ID: 1183745398647802

Joe Biden has embraced the policies of the far Left.

- ✓ TRILLIONS in new taxes
- ✓ AMNESTY for 11 MILLION illegal immigrants
- ✓ A REDUCTION in police funding

The RADICAL Left has taken over Joe Biden and the Democratic Party. Don't let them take over America.



[HTTPS://WWW.DONALDJTRUMP.COM/](https://www.donaldjtrump.com/)
Joe Biden has embraced the RADICAL Left
STOP THE RADICAL LEFT>>>

[Sign Up](#)

About the disclaimer
When an advertiser categorizes their ad as being about social issues, elections or politics, they are required to disclose who paid for the ad. [Learn more](#)

Information from the advertiser

About the Page

Donald J. Trump
[View more ads from this Page](#)

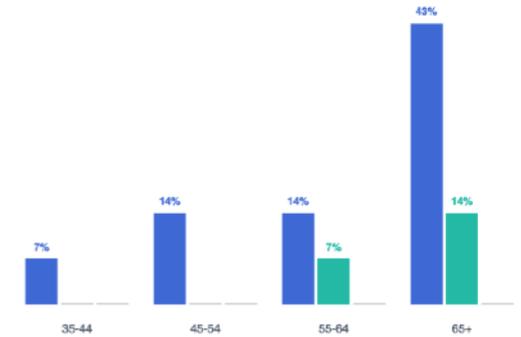
Total spent by Page on ads about social issues, elections or

Data About This Ad
This data only updates as long as the ad is active

- Inactive
- Started running on Aug 4, 2020
ID: 1183745398647802
- Amount spent (USD): <\$100
- Potential Reach: 10K - 50K people
- Impressions: <1K

Who Was Shown This Ad
These values are estimated.

Age and Gender



Where This Ad Was Shown



Targeting women: Video without voice-over and solemn suspenseful music
“I’m afraid to say this out loud. I won’t risk my children’s future with Biden”
*Ad run in PA.

Targeting Men: Female voice-over, tying Biden to Bernie, AOC, Rep. Ilhan Omar
“I’m afraid to say this out loud. I won’t risk my children’s future with Biden”

Immigration Ad 2

Ads showing Trump signing the wall, all with the same video and text but targeting different audiences. Returning to the “Build the Wall” slogan. Six second video with voiceover and applause.

Multiple versions of this ad 1 of 114

Donald J. Trump
Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE
ID: 601993387118308

When I promised you that I would BUILD THE WALL, it was for one reason and one reason only: to protect American Citizens.

Democrats have since decided to OBSTRUCT and block every opportunity for us to FINISH THE WALL.

The Democrats can choose to ignore the dangerous illegal immigration crisis, but they can't ignore the will of Patriots like you.

Please sign the Official Finish the Wall Petition in the NEXT 3 hours to make sure I'm able to review your answers IMMEDIATELY.

TEXT TRUMP TO 88022



STOP ILLEGAL IMMIGRATION
Paid for by Trump Make America Great Again Committee.

DONALDJTRUMP.COM
SIGN THE OFFICIAL FINISH THE WALL PETITION
Sign the petition NOW>>> [Sign Up](#)

About the disclaimer
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Information from the advertiser

Data About This Ad
This data only updates as long as the ad is active

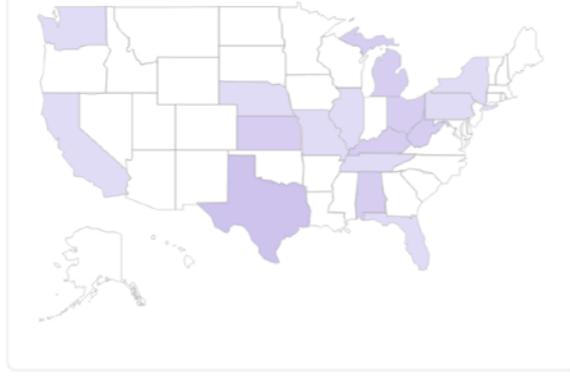
- Inactive
Started running on Jul 9, 2020
ID: 601993387118308
- Amount spent (USD): <\$100
- Potential Reach: >1M people
- Impressions: <1K

Who Was Shown This Ad
These values are estimated.

Age and Gender

Age Group	Men	Women	Unknown
35-44	4%	8%	
45-54	21%	8%	
55-64	4%	17%	
65+	4%	33%	

Where This Ad Was Shown



Multiple versions of this ad 1 of 60

Donald J. Trump
Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE
ID: 297823254754433

The Democrats can choose to ignore the dangerous illegal immigrants and caravans all they want, but they can't ignore the will of the American people.

The Left needs to know where real Patriots, like you, stand.

Please sign the Official Finish the Wall Petition in the NEXT 3...

TEXT TRUMP TO 88022



STOP ILLEGAL IMMIGRATION
Paid for by Trump Make America Great Again Committee.

DONALDJTRUMP.COM
THE TRUMP FINISH THE WALL PETITION
Sign the petition NOW>>> [Sign Up](#)

About the disclaimer
When an advertiser categorizes their ad as being about social issues, elections or politics, they are required to disclose who paid for the ad. [Learn more](#)

Information from the advertiser

About the Page

Donald J. Trump
[View more ads from this Page](#)

Total spent by Page on ads about social issues, elections or politics
May 2018 - Aug 9, 2020
United States

Data About This Ad
This data only updates as long as the ad is active

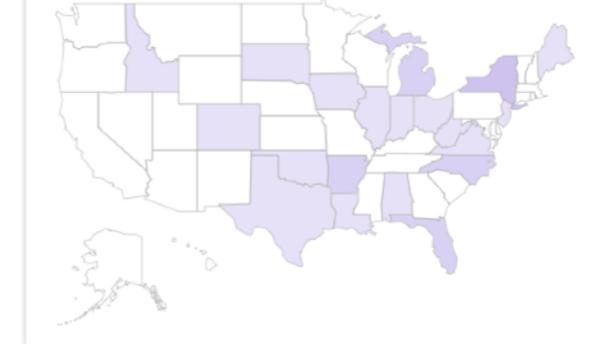
- Inactive
Started running on Jul 8, 2020
ID: 297823254754433
- Amount spent (USD): <\$100
- Potential Reach: >1M people
- Impressions: <1K

Who Was Shown This Ad
These values are estimated.

Age and Gender

Age Group	Men	Women	Unknown
18-24	4%	4%	
45-54		12%	
55-64	27%	23%	
65+	12%	19%	

Where This Ad Was Shown



Immigration Ad 3

Ads attack Biden's record, specifically on healthcare for undocumented immigrants. Message testing attacking Biden's records vs. uplifting Trump's platform promises. Video shows border wall completion in Arizona over "Build the Wall" chant.*

Multiple versions of this ad 1 of 13

Donald J. Trump
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.
ID: 288816992525199

DEMOCRATS HAVE CHOSEN ILLEGAL IMMIGRANTS OVER THE AMERICAN PEOPLE FOR TOO LONG!

Joe Biden supports giving taxpayer-funded health care to illegal immigrants for FREE. He voted for and supported efforts to GRANT AMNESTY to MILLIONS of illegal immigrants.

President Trump wants to protect America's borders and END illegal immigration. Contribute TODAY to support President Trump's efforts to protect the American people.

TEXT TRUMP TO 88022



WWW.DONALDJTRUMP.COM/DONATE
NOT AFFILIATED WITH FACEBOOK
Joe Biden voted for efforts to grant amnesty to ILLEGALS

Donate Now

About the disclaimer
When an advertiser categorizes their ad as being about social issues, elections or politics, they are required to disclose who paid for the ad. [Learn more](#)

Information from the advertiser

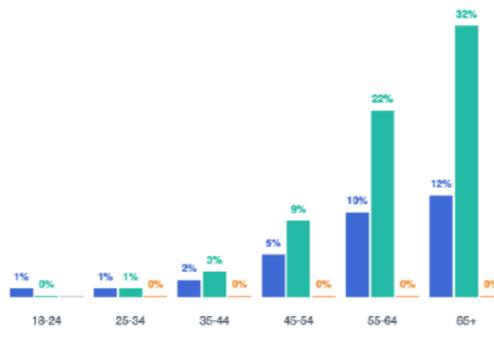
About the Page
Donald J. Trump
[View more ads from this Page](#)

Data About This Ad
This data only updates as long as the ad is active

- Inactive
 - Started running on Jun 26, 2020
- Amount spent (USD): \$100 - \$199
- Potential Reach: 100K - 500K people
- Impressions: 2K - 3K

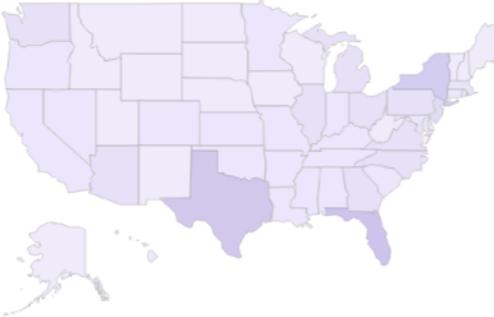
Who Was Shown This Ad
These values are estimated.

Age and Gender



Age Group	Men	Women	Unknown
18-24	1%	0%	0%
25-34	1%	0%	0%
35-44	2%	3%	0%
45-54	9%	9%	0%
55-64	10%	22%	0%
65+	12%	32%	0%

Where This Ad Was Shown



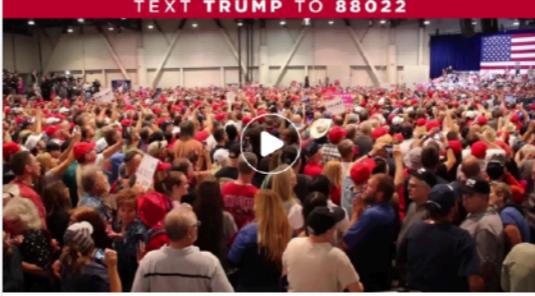
Multiple versions of this ad 1 of 2

Donald J. Trump
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.
ID: 266825774416891

DEMOCRATS HAVE CHOSEN ILLEGAL IMMIGRANTS OVER THE AMERICAN PEOPLE FOR TOO LONG!

Joe Biden supports giving taxpayer-funded health care to illegal immigrants for FREE. He voted for and supported efforts to GRANT AMNESTY to MILLIONS of illegal immigrants. ...

TEXT TRUMP TO 88022



WWW.DONALDJTRUMP.COM/DONATE
NOT AFFILIATED WITH FACEBOOK
President Trump wants to END ILLEGAL IMMIGRATION

Donate ...

About the disclaimer
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Information from the advertiser

About the Page
Donald J. Trump
[View more ads from this Page](#)

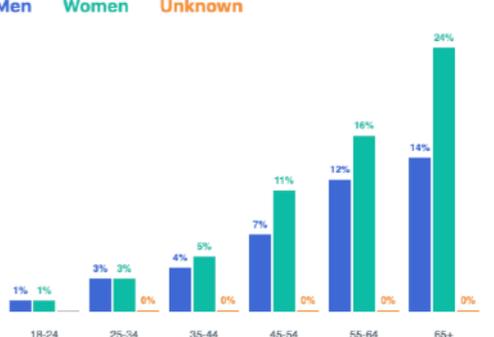
Total spent by Page on ads about social issues, elections or politics

Data About This Ad
This data only updates as long as the ad is active

- Inactive
 - Started running on Jun 25, 2020
- Amount spent (USD): <\$100
- Potential Reach: >1M people
- Impressions: 4K - 5K

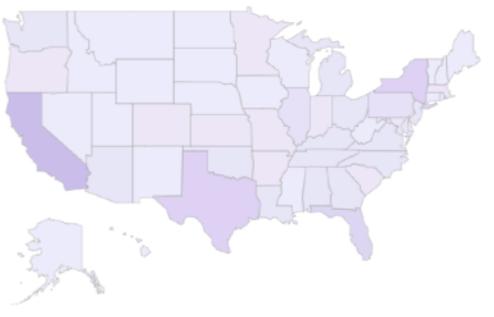
Who Was Shown This Ad
These values are estimated.

Age and Gender



Age Group	Men	Women	Unknown
18-24	1%	1%	0%
25-34	3%	3%	0%
35-44	4%	5%	0%
45-54	7%	11%	0%
55-64	12%	16%	0%
65+	14%	24%	0%

Where This Ad Was Shown



*Ad run in CO, MI, PA, and National.

Immigration Ad 4

Ad targeting Biden for attempting to provide health care to undocumented immigrants and supporting a pathway to citizenship. The ad copy and creative remains the same and was tested to multiple audiences.*

Multiple versions of this ad 1 of 6

Donald J. Trump
Sponsored - Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE
ID: 316841888537951

DEMOCRATS HAVE CHOSEN ILLEGAL IMMIGRANTS OVER THE AMERICAN PEOPLE FOR TOO LONG!

Joe Biden supports giving taxpayer-funded health care to illegal immigrants for FREE. He voted for and supported efforts to GRANT AMNESTY to MILLIONS of illegal immigrants.

TEXT TRUMP TO 88022

DONALDJTRUMP.COM
President Trump wants to END ILLEGAL IMMIGRATION
STAND WITH PRESIDENT TRUMP>>> [Sign Up](#)

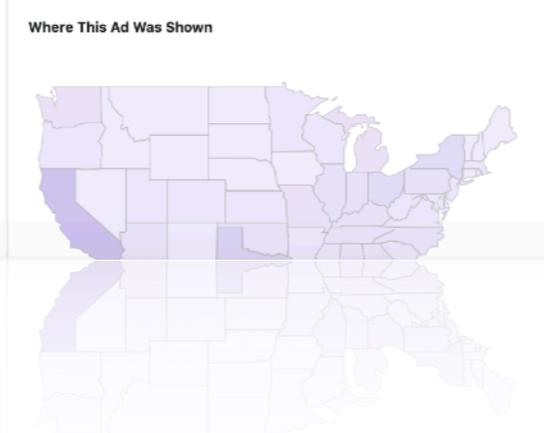
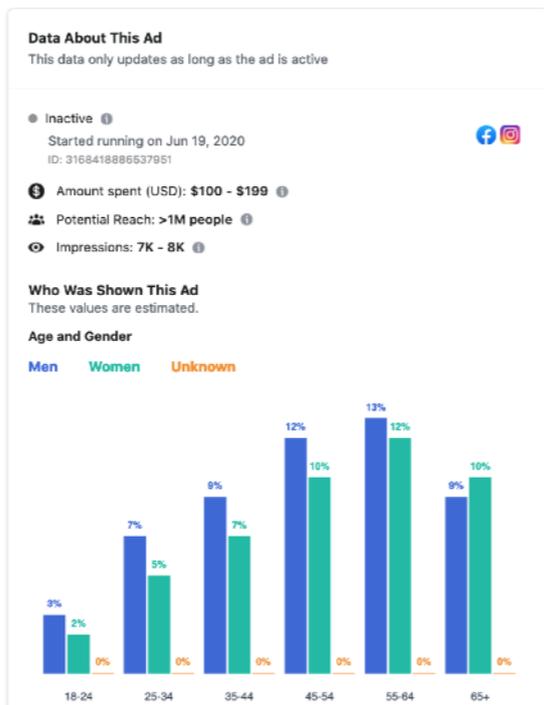
About the disclaimer
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Information from the advertiser

About the Page

Donald J. Trump
View more ads from this Page

Information from the advertiser



Information from the advertiser

Multiple versions of this ad 15 of 89

Donald J. Trump
Sponsored - Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE
ID: 266971061191697

DEMOCRATS HAVE CHOSEN ILLEGAL IMMIGRANTS OVER THE AMERICAN PEOPLE FOR TOO LONG!

Joe Biden supports giving taxpayer-funded health care to illegal immigrants for FREE. He voted for and supported efforts to GRANT AMNESTY to MILLIONS of illegal immigrants.

TEXT TRUMP TO 88022

DONALDJTRUMP.COM
President Trump wants to END ILLEGAL IMMIGRATION
STAND WITH PRESIDENT TRUMP>>> [Sign Up](#)

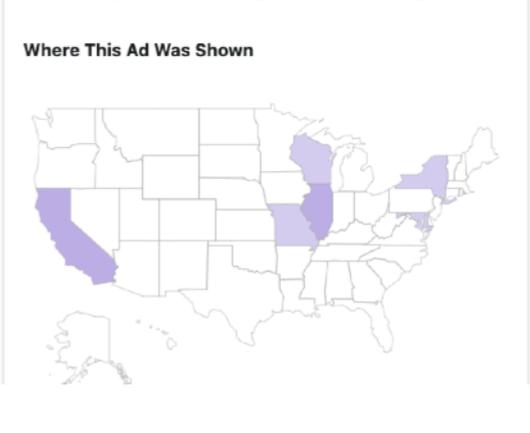
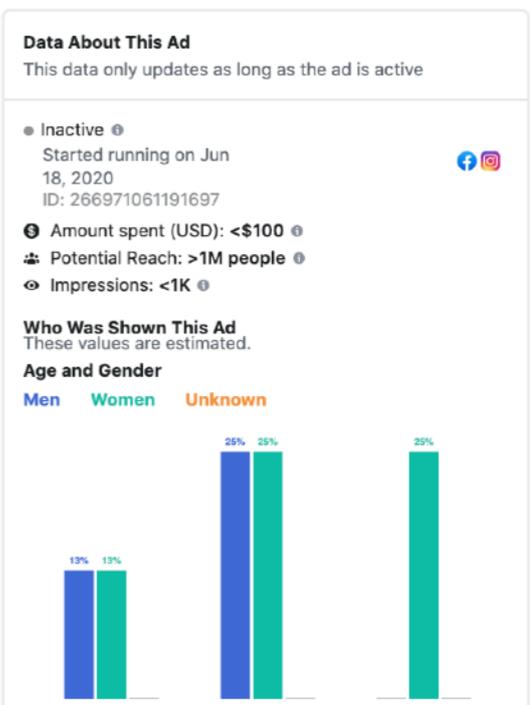
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Information from the advertiser

About the Page

Donald J. Trump
[View more ads from this Page](#)

Information from the advertiser



Information from the advertiser

*Ad run in CO, MI, PA, and National.

Immigration Ad 5

These ads test attacking Biden and Democrats by attempting to divide the audience and signaling that undocumented immigrants are given preferential treatment through amnesty and healthcare.*

Multiple versions of this ad 1 of 156

Donald J. Trump
Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE
ID: 940563676417434

DEMOCRATS HAVE CHOSEN ILLEGAL IMMIGRANTS OVER THE AMERICAN PEOPLE FOR TOO LONG!

Joe Biden supports giving taxpayer-funded health care to illegal immigrants for FREE. He voted for and supported efforts to GRANT AMNESTY to MILLIONS of illegal immigrants.

...
TEXT TRUMP TO 88022

DONALDJTRUMP.COM
President Trump wants to END ILLEGAL IMMIGRATION [Sign Up](#)

About the disclaimer
When an advertiser categorizes their ad as being about social issues, elections or politics, they are required to disclose who paid for the ad. [Learn more](#)

Data About This Ad
This data only updates as long as the ad is active

- Inactive**
Started running on Jul 1, 2020
ID: 940563676417434
- Amount spent (USD): \$100 - \$199**
- Potential Reach: >1M people**
- Impressions: 1K - 2K**

Who Was Shown This Ad
These values are estimated.

Age and Gender

Age Group	Men	Women	Unknown
18-24	0%	0%	0%
25-34	1%	1%	0%
35-44	3%	2%	0%
45-54	7%	8%	0%
55-64	18%	18%	0%
65+	17%	25%	0%

Where This Ad Was Shown

Multiple versions of this ad 10 of 40

Donald J. Trump
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.
ID: 292561508538598

DEMOCRATS HAVE CHOSEN ILLEGAL IMMIGRANTS OVER THE AMERICAN PEOPLE FOR TOO LONG!

Joe Biden supports giving taxpayer-funded health care to illegal immigrants for FREE. He voted for and supported efforts to GRANT AMNESTY to MILLIONS of illegal immigrants. ...

TEXT TRUMP TO 88022

WWW.DONALDJTRUMP.COM/DONATE
NOT AFFILIATED WITH FACEBOOK
Joe Biden voted for efforts to grant amnesty to ILLEGALS
BUILD THE WALL>>> [Donate ...](#)

About the disclaimer
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Information from the advertiser

About the Page
Donald J. Trump
[View more ads from this Page](#)

Data About This Ad
This data only updates as long as the ad is active

- Inactive**
Started running on Jun 16, 2020
ID: 292561508538598
- Amount spent (USD): <\$100**
- Potential Reach: >1M people**
- Impressions: <1K**

Who Was Shown This Ad
These values are estimated.

Age and Gender

Age Group	Men	Women	Unknown
18-24	3%	3%	0%
25-34	6%	8%	0%
35-44	8%	10%	0%
45-54	8%	12%	0%
55-64	8%	12%	0%
65+	6%	18%	1%

Where This Ad Was Shown

*Ad run in CO, MI, PA and National

Immigration Ad 6

Continues the narrative of signaling that undocumented immigrants are given preferential treatment.*

Multiple versions of this ad 1 of 147

Donald J. Trump
Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE
ID: 921629028336930

DEMOCRATS HAVE CHOSEN ILLEGAL IMMIGRANTS OVER THE AMERICAN PEOPLE FOR TOO LONG!

Joe Biden supports giving taxpayer-funded health care to illegal immigrants for FREE. He voted for and supported efforts to GRANT AMNESTY to MILLIONS of illegal immigrants.

President Trump wants to protect America's borders and END illegal Immigration. Stand with President Trump TODAY!

DONALD.J.TRUMP.COM
President Trump wants to END ILLEGAL IMMIGRATION STAND WITH PRESIDENT TRUMP>>> [Sign Up](#)

About the disclaimer
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Information from the advertiser

Data About This Ad
This data only updates as long as the ad is active

- Inactive
 - Started running on Jun 22, 2020
 - ID: 921629028336930
- Amount spent (USD): <\$100
- Potential Reach: >1M people
- Impressions: <1K

Who Was Shown This Ad
These values are estimated.

Age and Gender

Age Group	Percentage
55-64	100%

Where This Ad Was Shown

WWW.DONALD.J.TRUMP.COM/DONATE
NOT AFFILIATED WITH FACEBOOK
Joe Biden voted for efforts to grant amnesty to
ILLEGALS
BUILD THE WALL>>> [Donate ...](#)

*Ad run in CO, MI, PA, and National.

Youtube Ads



“Fringe”

- Posted on July 31, 2020
- Caption read, “They riot, loot and take over cities. The Radical Left has taken control of the Democrat Party. Joe Biden embraces them.”



“There's a CRISIS at our Border.”

- Posted on July 2, 2020
- Urged viewers to sign the petition to finish building the wall

April 2020 Immigration Ads

16 Inactive
Started running on Apr 21, 2020
ID: 228138961859410

About social issues, elections or politics

Donald J. Trump
Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE

PRESIDENT TRUMP'S EXECUTIVE ORDER

In light of the attack from the Invisible Enemy, as well as the need to protect the jobs of our GREAT American Citizens, the President announced that he will be signing an Executive Order to temporarily suspend immigration into the United States while we are battling the coronavirus.

Despite fierce criticism from the Fake News media and their Democrat Partners, President Trump's dedication to our Nation has never wavered. He has never cared what they think about him or his decisions, but he does care what YOU think.

Please take our Immigration Executive Order Survey by 11:59 PM TONIGHT to tell President Trump what you think.

HTTPS://ACTION.DONALDJTRUMP.COM/IMMIGRATION-EXECUTIVE-ORDER-SURVEY/

30 Inactive
Started running on Apr 21, 2020
ID: 272801530552524

About social issues, elections or politics

Donald J. Trump
Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE

IMMIGRATION UPDATE

In light of the attack from the Invisible Enemy, as well as the need to protect the jobs of our GREAT American Citizens, the President announced that he will be signing an Executive Order to temporarily suspend immigration into the United States while we are battling the coronavirus.

Despite fierce criticism from the Fake News media and their Democrat Partners, President Trump's dedication to our Nation has never wavered. He has never cared what they think about him or his decisions, but he does care what YOU think.

Please take our Immigration Executive Order Survey by 11:59 PM TONIGHT to tell President Trump what you think.

HTTPS://ACTION.DONALDJTRUMP.COM/IMMIGRATION-EXECUTIVE-ORDER-SURVEY/

THE PRESIDENT'S EXECUTIVE ORDER TAKE SURVEY>>>

Sign Up

15 Inactive
Started running on Apr 21, 2020
ID: 845610222615347

About social issues, elections or politics

Donald J. Trump
Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE

IMMIGRATION UPDATE

In light of the attack from the Invisible Enemy, as well as the need to protect the jobs of our GREAT American Citizens, the President announced that he will be signing an Executive Order to temporarily suspend immigration into the United States while we are battling the coronavirus.

Despite fierce criticism from the Fake News media and their Democrat Partners, President Trump's dedication to our Nation has never wavered. He has never cared what they think about him or his decisions, but he does care what YOU think.

Please take our Immigration Executive Order Survey by 11:59 PM TONIGHT to tell President Trump what you think.

HTTPS://ACTION.DONALDJTRUMP.COM/IMMIGRATION-EXECUTIVE-ORDER-SURVEY/

Donald J. Trump
Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE
ID: 652555245476992

IMMIGRATION UPDATE

In light of the attack from the Invisible Enemy, as well as the need to protect the jobs of our GREAT American Citizens, the President announced that he will be signing an Executive Order to temporarily suspend immigration into the United States while we are battling the coronavirus.

Despite fierce criticism from the Fake News media and their Democrat Partners, President Trump's dedication to our Nation has never wavered. He has never cared what they think about him or his decisions, but he does care what YOU think.

Please take our Immigration Executive Order Survey by 11:59 PM TONIGHT to tell President Trump what you think.

★★★★ PAID FOR BY TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE ★★★★★

HTTPS://ACTION.DONALDJTRUMP.COM/IMMIGRATION-EXECUTIVE-ORDER-SURVEY/

THE PRESIDENT'S EXECUTIVE ORDER TAKE SURVEY>>>

Sign Up

About the disclaimer

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Information from the advertiser

▼

About the Page

652555245476992 Inactive
Started running on Apr 21, 2020
ID: 652555245476992

Amount spent (USD): <\$100
Potential Reach: >1M people
Impressions: <1K

Who Was Shown This Ad
These values are estimated.

Age and Gender

Age Group	Men	Women	Unknown
18-24	3%	4%	0%
25-34	9%	14%	0%
35-44	6%	16%	0%
45-54	3%	17%	0%
55-64	2%	13%	0%
65+	3%	9%	0%

Where This Ad Was Shown