

ADVERTISING CAMPAIGNS FOCUSED ON THE **PEOPLE** IN YOUR TARGET AUDIENCE.

Achieve political campaign goals by connecting with voters in the community to create awareness, promote policy, and most importantly, drive action!

Strategies for modern political campaigns are more detailed and sophisticated than ever before, and our Political Campaign Solution makes those strategies accessible.

## A PRECISION CAMPAIGN STRATEGY THAT IS FOCUSED ON THE AUDIENCE

Our digital marketing tools and tactics are configured to guide people in your audience to take action.

### EMAIL



to introduce the audience to the campaign

### PROGRAMMATIC DISPLAY



to grab audience attention as they browse online

### SOCIAL



to keep the conversation going and encourage the audience to take action

Our suite of digital marketing tools, channels, and tactics represent an opportunity to reach relevant audiences, individuals, and voters at different stages of the election cycle based on the demographic and location characteristics you define.

## CONFIGURING YOUR POLITICAL CAMPAIGN

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### Determine The Campaign's Objective

What does the campaign need to achieve?

- Drive Community Awareness of
  - Upcoming Elections
  - Candidates Running for Office
  - Re-election Campaigns
  - Upcoming Policy Votes
- Encourage Action
  - Ramp-Up Fundraising Efforts
  - Recruit Campaign Volunteers
  - Reach Voters
  - Convert Fence Sitters

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### Define The Audience

Who does the message need to reach?

- Demographics
- Lifestyle Characteristics
- Location Information
- Education level
- Congressional districts
- Incomes
- Interests
- Political Affiliation

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### Send to Us

We will deliver a marketing campaign recommendation focused on the tools and tactics best-suited to drive the desired results.

Tools and Tactics Available:

- Email
- Programmatic Display Advertising
- Location Targeting
  - Geo-relevant
  - Individual Address
  - Event Targeting
- Device Targeting
- Connected TV
- Social Media
- Site Retargeting
- Search Targeting
- Contextual Targeting