

# PROGRAMMATIC CASE STUDY

## POLITICAL

### OVERVIEW

Political candidate wanted to utilize digital video to increase awareness of upcoming election

Used a mix of both :15 and :30 spots

Targeted to all devices (desktop, mobile, tablet and CTV) to increase reach

**\$0.02\***

eCPCV

### SOLUTIONS

**Audience Targeted Digital Video:** Tapped into our robust third party data offering to reach conservative voters

Enabled cross-device targeting in order to target audiences on CTV devices

**79%**

Completion Rate