

Rev Up Revenue

Vertical Focus: Political

UNCOVERING POLITICAL OPPORTUNITIES

Political Advertisers

CANDIDATES

- Local, State and National campaigns run every 2, 4 or 6 years depending on the election cycle.



CAUSES

- Advertising dollars available with associations, collations, unions, legislative issues, regulatory affairs etc. available every year!



Ever-Evolving Landscape

WE KEEP TABS ON THE CHANGES SO YOU DON'T HAVE TO!



2018

State-by-state nuances emerge in regulation of digital political ad transparency, Facebook begins political ad buyer verification



October 2019

Twitter bans political advertising with heavy restrictions on advocacy; Facebook adds new disclaimer requirements



December 2019

Spotify bans political and advocacy advertising



January 2020

Google removes the ability to audience target for election ads. Only age, gender, geographic and contextual targeting are allowed to reach voters



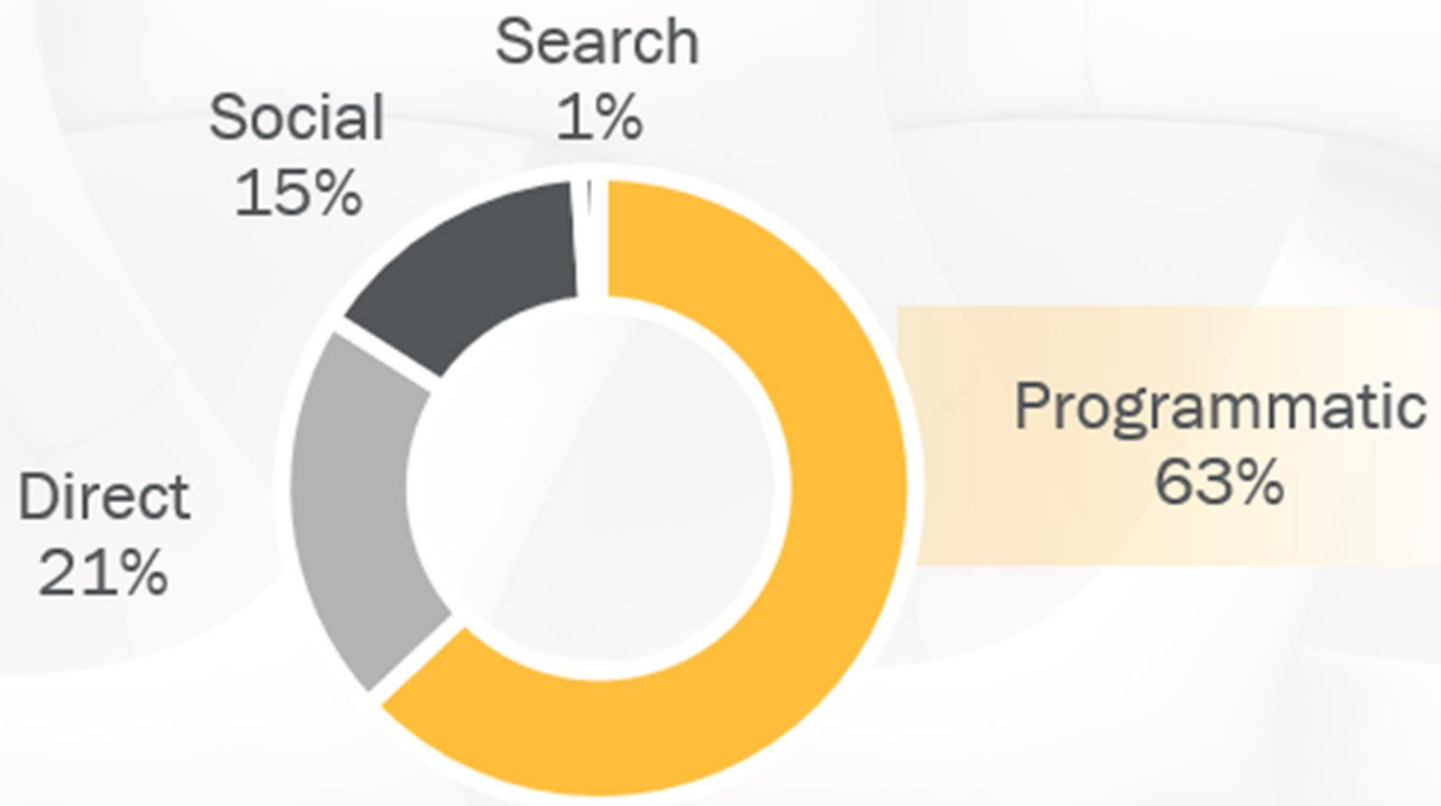
January 2022

Facebook, now Meta, announces that advertisers will no longer be allowed to target users by race, ethnicity, political affiliation, religion, or sexual orientation

Political Bans/Limitations: LinkedIn, TikTok, Pinterest, Twitch, Hulu PMPs, SpotX, Reddit (state or local), Roku (MD), Google (MD, NJ, WA, NV)
Also Notable: Snapchat has changed its position and now allows Government advertisers

Programmatic Wins

Buying Tactic Mix



Programmatic was the most popular buying tactic for 2020 U.S. elections campaigns.

Both programmatic & site direct buying grew share by small percentages from 2018.

Social media lost share from 2018, due to ad restrictions & bans by major platforms.

2/3 of digital ad inventory was sold programmatically in 2H 2020

eMarketer, 2021

25%
of digital ad budgets spent in last 10 days prior to election day

650MM
programmatic ad impressions served in Basis the 10 days before election day

Continuously Innovating for The Category

A Platform Built for Politics



Voter File Integrations

L2, DeepRoot, TargetSmart, i360, DataTrust and more



Political Specific PMP Deals

Pre-negotiated for Basis clients to include major media outlets such as Viacom, Xandr and SpotX



Congressional District Targeting

Currently updating for '22 with revised district lines coming out of latest US Census



Political Insights & Research

With an entire division within Basis dedicated to candidates and causes, top data insights and strategies are more accessible than ever.



Detailed Reporting and Delivery

With complete access to delivery metrics and reporting, candidates can rest assured campaigns are delivered for optimal campaign effectiveness.

Campaign Trends

FAST

- 53% of spend occurred in the last 5 weeks before an election and 21% in the last 10 days.

VIDEO ADS

- Make up 58% of digital media political spend.

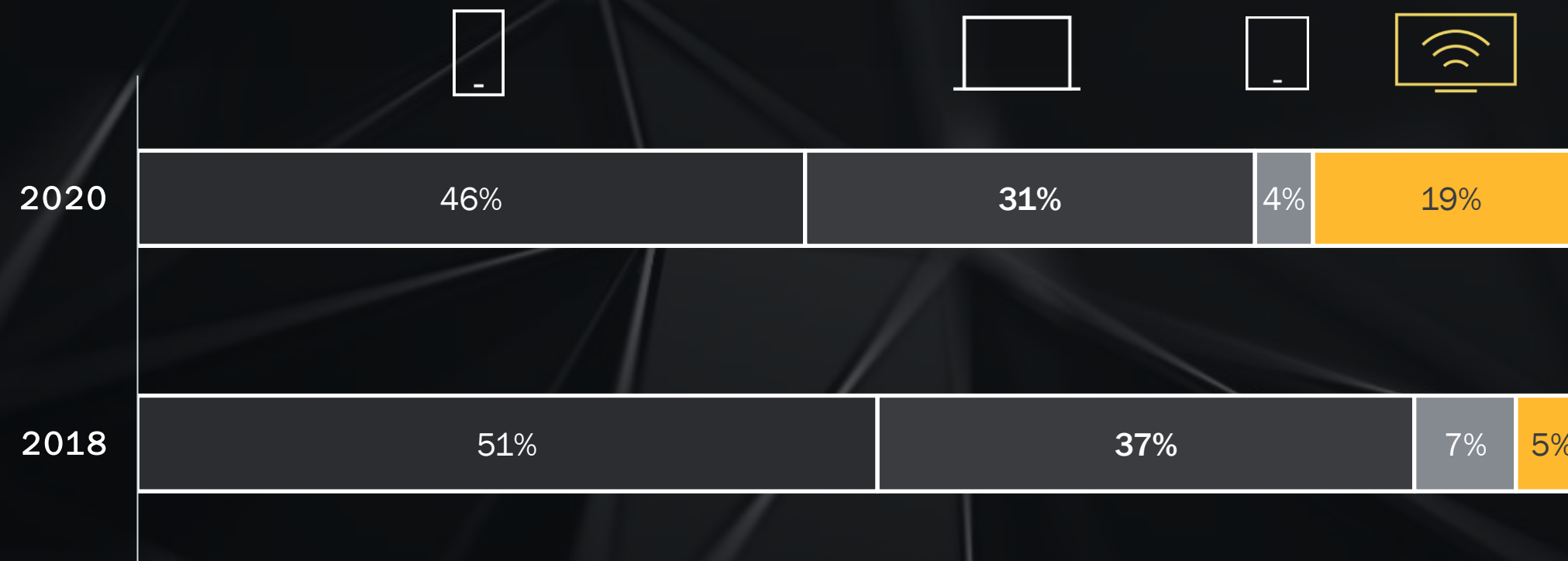
HYPERLOCAL

- Targeting was used by 55% of candidates.

INSIGHTS FROM BASIS 2020 U.S. ELECTIONS

CONNECTED TV SURGES

PROGRAMMATIC AD SPEND BY DEVICE



+280%

CTV Share in programmatic advertising over 2018

DECLINES

In mobile, desktop and tablet advertising share

+3%

CTV only increased from 3% to 6% of impression share. Premium pricing is worth the investment to buyers

225 Million

CTV impressions served 4 weeks before election day

DIGITAL VIDEO: CONNECTED TV

BENEFITS OF CONNECTED TV & POLITICAL CAMPAIGNS

- Reach Millennial generations not on traditional linear TV
- Target by political geographies and not TV networks
- Seamlessly add to media mix and optimize your ad dollars and avoid ad fatigue and waste by delivering your message to the right voters
- Of the \$2.9 billion spent on digital ads in 2020 elections, \$720 million was spent on CTV.

THE 2022 MIDTERM
ELECTIONS

\$8.8B

estimated spend on
video advertising

\$1.2B

estimated CTV/OTT
ad spend

Hyperlocal Targeting

Understand voter behaviors

- Target existing resident audiences for congressional districts in every state or build highly customizable scalable audiences based on real-world behaviors.

Precisely target campaign messages

- Customize geo-fencing to reach a well-defined communities or by city, zip, Congressional District, all powered by GPS coordinates exceedingly more accurate than IP address targeting.

POLITICALLY RELEVANT SEGMENTS CAN BE ACTIVATED QUICKLY

Issue Segments

- Affordable Care Act/Obamacare
- Affordable Housing
- Pro-Choice vs. Pro-Life
- Church Attendance
- Civil Liberties vs. Terrorism Prevention
- Climate Change
- COVID-19
- Ridesharing Regulation
- School Choice
- Union Support
- Death Penalty
- Environmental Regulation
- Fiscal Philosophy
- Fracking
- Gay Marriage
- Government Bailouts
- Gun Laws
- Social Security
- Ticket Splitter
- International Humanitarian Interventions
- Marijuana
- Minimum Wage
- Pathway to Citizenship
- Police Excessive Force
- Renewable Energy vs. Develop More Fossil Fuels
- Social Philosophy (Liberal vs. Conservative)

Some segments only available via an allow list process

Political PMPs

TARGETING VOTERS WITH 1ST PARTY AUDIENCES



ASSOCIATED PRESS

ROS: Political News



FOX NEWS

Political Section



SPOTX

Undecided, Democratic, and
Republican Video and CTV

Programmatic Case Study

OVERVIEW

- Congressional campaign and the candidate was running for reelection and wanted to boost awareness prior to voting day. Used a combination of display and audio ads.
- Interested in utilizing the political data as well as political PMPs to reach the right audience. PMPs with high floors were able to be used with general tactics to ensure the still efficient for the campaign.

SOLUTION

- Retargeting from the campaign website
- Audience: Ages 18+ (from political data provider Target Smart)
- Contextual: News & Politics
- Display PMPs: POLITICO; Advance: Political; Washington Post: Political
- Audio PMPs: Spotify; Triton iHeart Radio; Target Spot;

SOLUTION



AUDIENCE



RETARGETING



PMPs

RESULTS

\$7.27
eCPM*

\$0.01
Cost per Completed Listen



Questions?

Basis[®]
Technologies