

POLITICAL ADVERTISING



POLITICAL POWER

INDUSTRY TRENDS



\$1.2B DIGITAL AD SPEND

in US politics in 2020

-Kantar Media



\$1.6B TO BE SPENT

in digital video in 2020 political ads

-eMarketer, July 2019



21% OF POLITICAL AD SPEND

made up of digital ads in 2018, the greatest share to date and growing

-eMarketer, 2019



235M DIGITAL VIDEO VIEWERS

in the US and 55% of political digital ads are video

-eMarketer, 2019



CAMPAIGN TRENDS

POLITICAL CAMPAIGN TRENDS IN BASIS



HYPERLOCAL

Targeting was used by **55%** of candidates.



FAST

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



VIDEO ADS

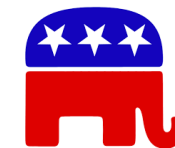
Make up **58%** of digital media political spend



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, coalitions, unions, legislative issues, regulatory affairs etc. available every year!



centre.



HYPERLOCAL TARGETING



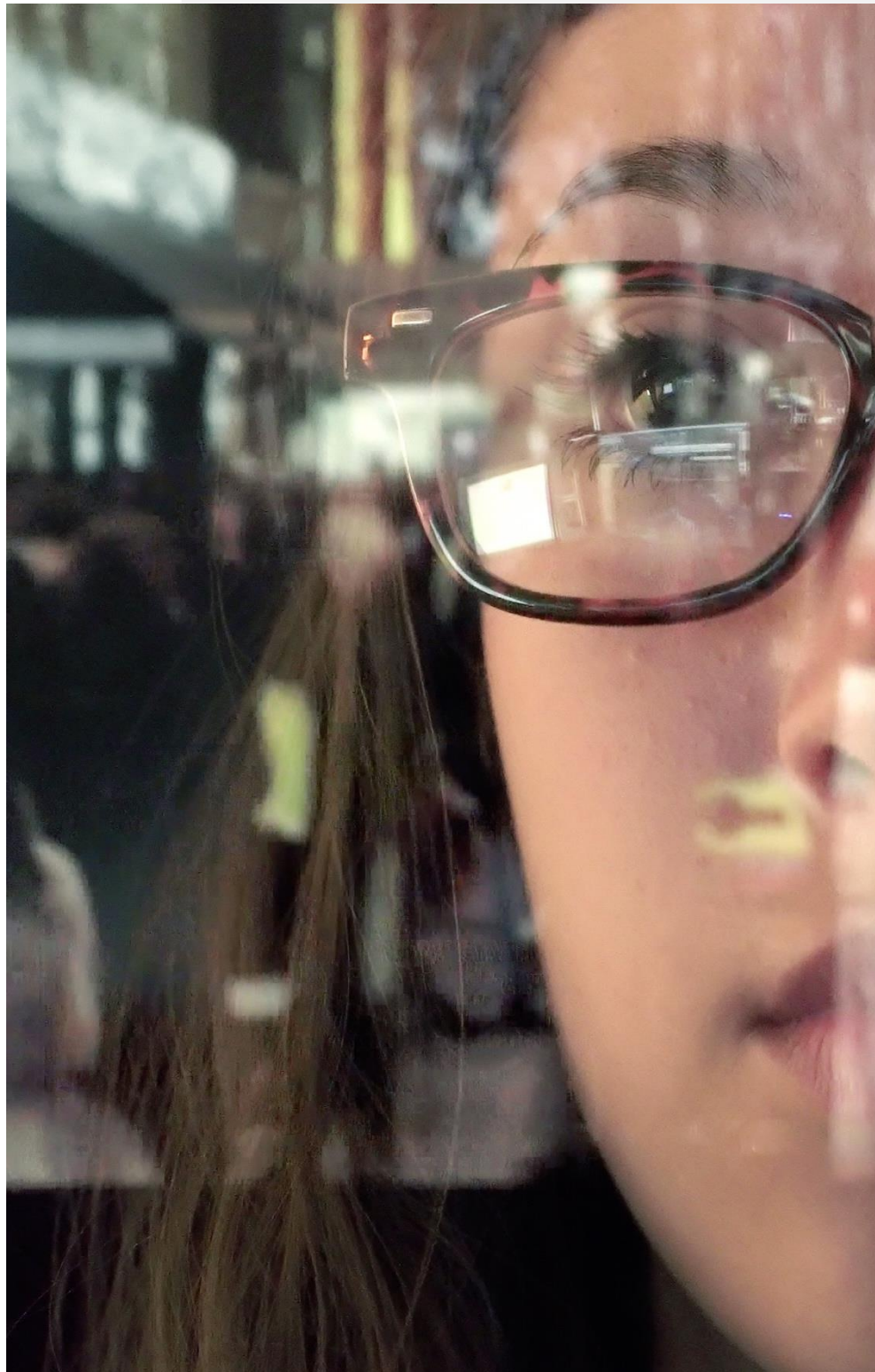
UNDERSTAND VOTER BEHAVIORS

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.



VOTER FILE TARGETING

TARGET SPECIFIC VOTERS AND KEY ISSUES

ISSUES SEGMENTS

POLITICALLY RELEVANT SEGMENTS CAN BE ACTIVATED QUICKLY

- Affordable Care Act/Obamacare
- Affordable Housing
- Pro-Choice vs. Pro-Life
- Church Attendance
- Civil Liberties vs. Terrorism Prevention
- Climate Change
- 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 a whitelist process

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
- Avoid ad fatigue and waste by delivering your message to the right voters

THE 2020 ELECTIONS



\$2.9 BILLION
in digital ad spend



\$720 MILLION
in CTV ad spend

POLITICAL PMPs



Associated Press

ROS: Political News



FOX NEWS

Political Section

SPOTX

SpotX

Undecided, Democratic,
and Republican Video
and CTV

POLITICAL CASE STUDY

POLITICAL ACTION COMMITTEE

OVERVIEW

With an election quickly approaching the State Political Action Committee required swift delivery times on their digital advertising.

The goal of the campaign was to quickly and effectively share the PAC's message with potential voters.

The challenge was there was a high demand for video inventory during the election season

8.6MM

Impressions

90%

Video Completion Rate

SOLUTIONS

Tactics: Display, Video, PMP,

Devices: Mobile & Connected TV

Budget Breakout: 30% Display, 70% video

Centro used CTV to target audiences with video and PMPs for pre-negotiated deals on premium inventory

8,000+

Clicks