

# POLITICAL

## POTENTIAL PROSPECTS

### Candidates

### Causes

- Associations
- Collations
- Unions
- Issues
- Regulatory Affairs
- Government Spending

## QUESTIONS FOR POLITICAL

What are the districts (Congressional, State Legislative) you target?

What is your opponent doing in the digital space?

What issues/messaging are you looking to promote in your agenda?

Which media channels are important to you this cycle?

## TARGETING TO CONSIDER

Below are some targeting options for the political vertical. Display, native, and video assets can be used to execute this targeting. Adjust targeting based on campaign goals and target audience.



### Audience Targeting



Conservative, Liberal, Democrat, Republic, Independent. Find users who have shown an affinity to a specific party or political viewpoint.



### Contextual Targeting



Political and/or News. Reach users who are reading consuming content about politics and news.



### Hyperlocal Targeting



Geo fence specific areas and districts by targeting a user's current GPS location.



### Retargeting



Re-engage users who have already shown an interest in the advertiser.