

POLITICAL



TRENDS IN POLITICS IN 2020

- Hyperlocal was used by 55% of candidates.
- \$1.6b was spent in digital video
- Video Ads make up 58% of digital media political spend.
- Spending on digital political advertising has surpassed Cable for the first time ever.
- 55% of U.S. social media users felt worn out by how many political posts and discussions they saw on social media.
- Increasing care should go into strategizing political messaging and pacing to ensure it is not getting lost in the political burnout.

Source: Kantar Media, Axios, eMarketer

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.