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Virtual Strategy Summit: Political

August 23, 2022

TODAY'S AGENDA

The Power of Programmatic

Let's Hear from Our Partners

Questions?

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The Power of Programmatic

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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

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Programmatic Wins

Buying Tactic Mix

Search 1%

Social 15%

Direct 21%
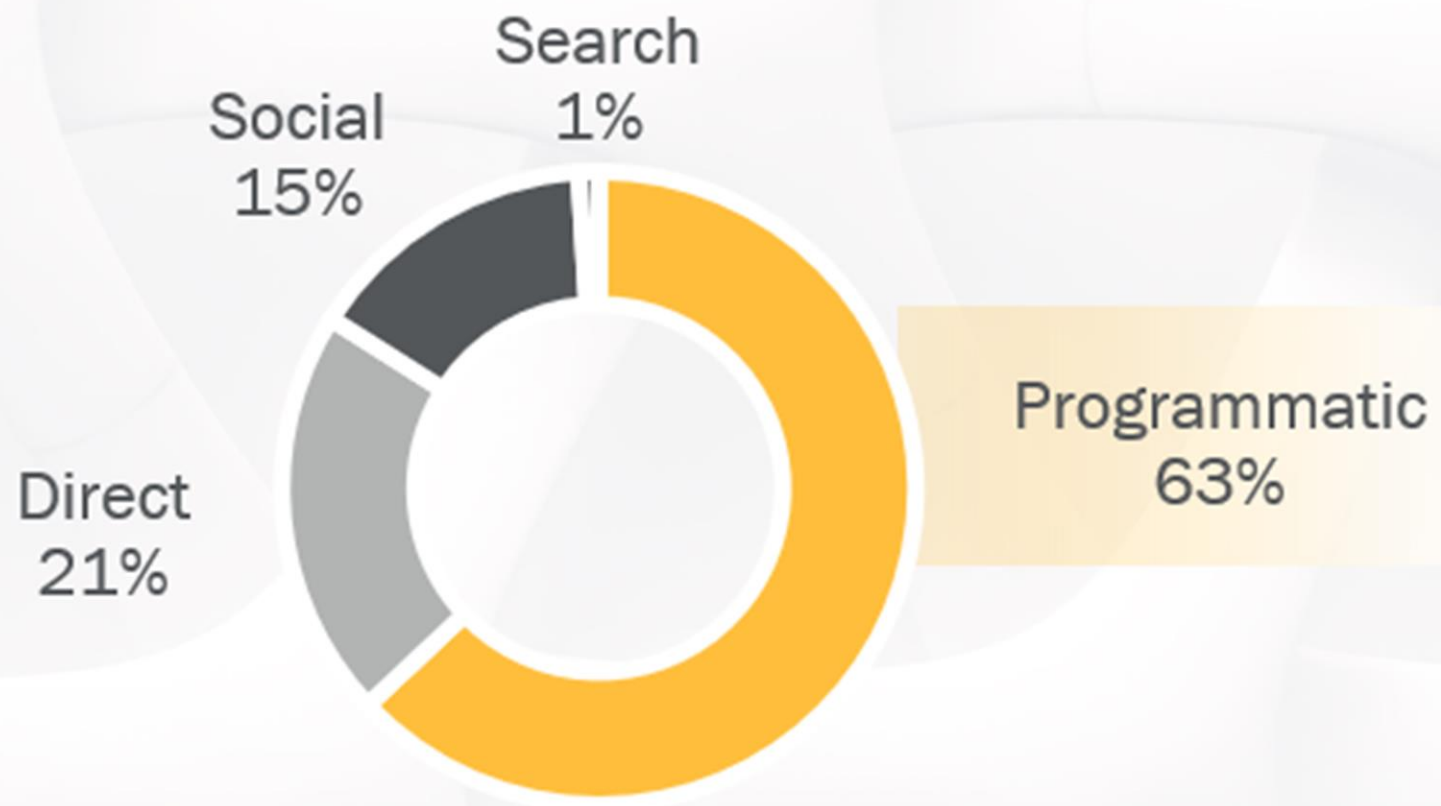
Programmatic 63%

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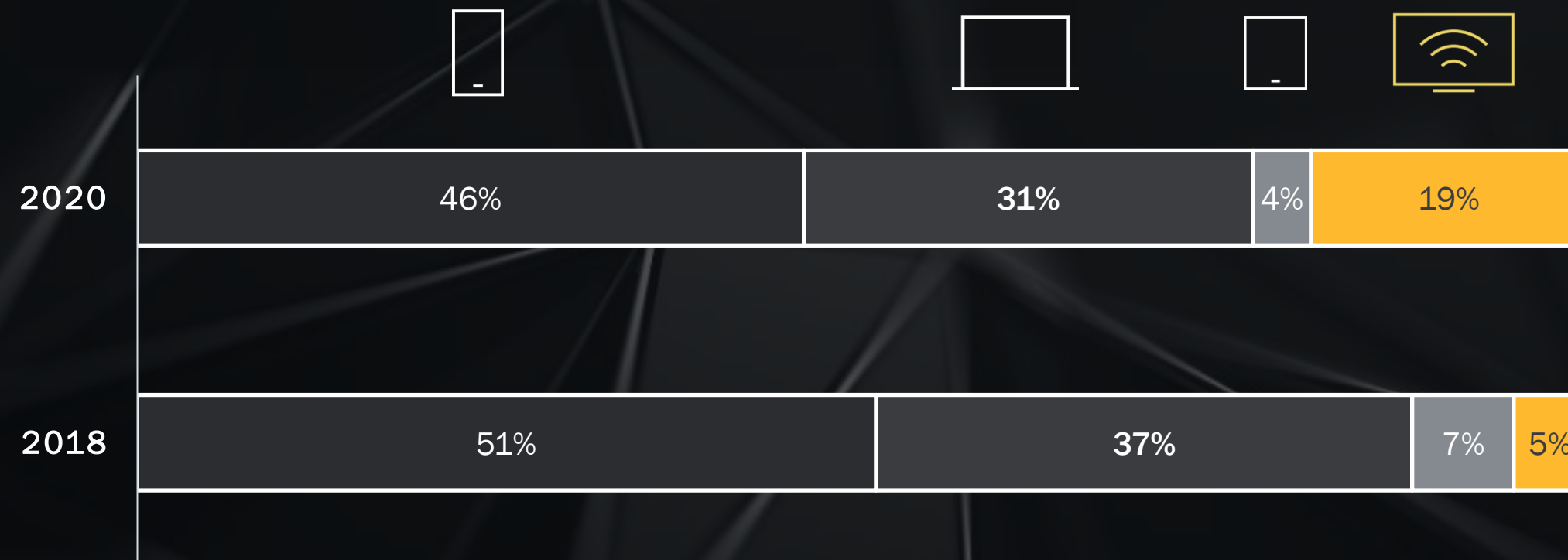of digital ad budgets spent in last 10 days prior to election day

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

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CONNECTED TV SURGES

PROGRAMMATIC AD SPEND BY DEVICE

Year	Mobile	Desktop	Tablet	CTV
2020	46%	31%	4%	19%
2018	51%	37%	7%	5%

+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

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#1 Rated Demand Side Platform (DSP)

- Increase transparency, create better outcomes for campaigns, and grow digital business with Basis DSP, an award winning omni-channel DSP built for speed and performance.

- Basis DSP gives our political partners access to premium inventory across display, video, digital audio, and Connected TV.

LEADER IN 5 ADTECH CATEGORIES
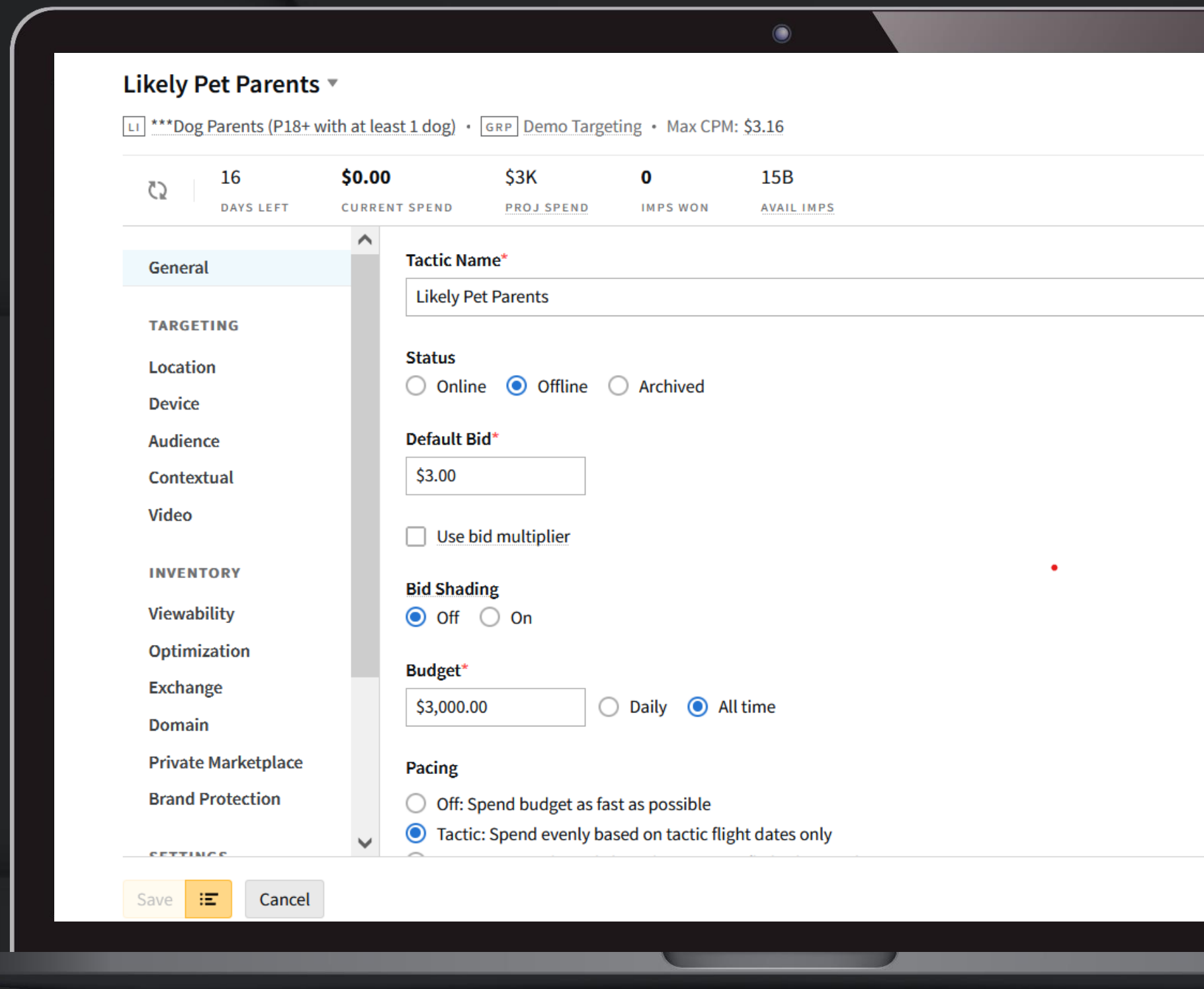
Political Data

AUDIENCE DATA

We can ensure we are targeting the right eye-balls using Political Audience Targeting. Through top providers such as i360, L2 and TargetSmart, advertisers have quick access to key voter data that operates on both sides of the aisle.

CONTEXTUAL DATA

Take advantage of the Comscore and L2 partnership by accessing the first of its kind cookie-free political audiences.

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Sample Segments

- Affordable Care Act
- 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

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Political Specific Features

OVERVIEW

SPECIFICS

CRM INTEGRATION

We have partnered with industry-leading partners to provide approved advertisers with the ability to onboard custom voter files and supporter data.

Partners: LiveRamp

CONGRESSIONAL DISTRICT TARGETING

We are the first DSP to offer geopolitical targeting to make geotargeting a breeze and ensure you're reaching the correct voters. Targeting has been updated based on 2022 US Census.

Target By: State House, State Senate, and Congressional Districts

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Private Marketplaces

POLITICAL SPECIFIC PMP DEALS

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

Inventory Directory

Property   Vendor   **Private Marketplace** ▼   DSP Data   RTB Inventory

≡ Filter   🔍 Political   ✕   104 results

PLATFORM DEAL	VENDOR	EXCHANGE	INVENTORY TYPE	DEVICE	FORMAT	PRICE	Y'DAY'S AUCTIONS
RON - Political	Rubicon Project	Magnite DV+ (Rubicon)	--	Desktop, Phone, Connected ...	Display, Video	$0.01	3,193,712,220
RON - Political Crossdevice	FreeWheel	FreeWheel	Mobile Apps, Desktop Web, ...	Desktop, Phone, Connected ...	Video	$22.00	1,405,540,615
ROE - CTV (Allows Political)	Xandr	Xandr Monetize SSP (AppNex...	--	Desktop, Phone, Connected ...	Video	$20.00	921,332,588
ROE - Political - CTV	EMX Digital LLC	EMX Digital	--	Connected TV	Video	$12.00	587,668,969
ROE - Political - CTV	Telaria	Magnite CTV (Telaria)	--	Connected TV	Video	$12.00	459,499,060
ROE - Political - CTV	SpotX	SpotX	--	Connected TV	Video	$12.00	436,975,421
ROE - Political Allowed	InMobi	InMobi	Mobile Apps	Phone	Display	$2.00	271,819,252
ROE - First Look - Political - CTV	Xandr	Xandr Monetize SSP (AppNex...	--	Desktop, Phone, Connected ...	Video	$28.00	245,386,071
ROE - Political	EMX Digital LLC	EMX Digital	Mobile Apps, Desktop Web	Desktop, Phone, Tablet	Video	$2.00	151,920,992
ROE - Approved CTV for Political	Beachfront Media LLC	Beachfront	Mobile Apps, Desktop Web, ...	Desktop, Phone, Connected ...	Video	$23.00	146,523,260

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Programmatic Case Study

SOLUTION

RESULTS

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;

AUDIENCE

RETARGETING

PMPs

- **$7.27**
  eCPM*

- **$0.01**
  Cost per Completed Listen

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Let's Hear From Our Partners

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Sarah Newell, Basis C&C Team

- What types of clients are most successful for you?
- Do you have any tips on prospecting?
- Why do they choose Basis?
- How do your clients typically measure success?
- Any pitfalls or hurdles?
- What's your advice for continuing with these clients on a more evergreen basis?

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Carl Rau, CWR Digital

- How have you secured political advertisers in the past?
- What types of clients have been most successful for you?
- What features or offerings help you win most often when pitching a political advertiser?
- Any differences in pitch between securing a candidate vs budget for a "cause?"

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Questions?

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Thank you.