



POLITICAL Power Up

Digital Only

7 Technologies

8-16 impressions per record



SocialMatch



Google District Targeting



Social District Targeting



Social Media Follow-Up



YouTube Ads



Demand Gen



LEADMatch



SocialMatch

Match Facebook and Instagram accounts to the records list to deliver social ads to feeds.



Google District Targeting

Target people who are within your voting district through the Google Display Network. You can also segment that target audience by identifying the highest probable voters. Targeting parameters include: congressional district codes for any specific region (i.e. FL-14), age, and gender.



Social District Targeting

Target people who are within your voting district on Facebook and Instagram. You can also segment that target audience by identifying the highest probable voters. Targeting parameters include: congressional district codes for any specific region (i.e. FL-14), age, and gender.



Social Media Follow-Up

Re-engage website visitors who left without converting by reminding them of their interest through retargeting ads on Facebook and Instagram.



YouTube Ads

Capture attention and cut through the clutter with dynamic video instream ads. Serve video ads before users play their favorite YouTube videos to engage the audience.



Demand Gen

Serve video and image ads across Google feed environments including Google Discover, YouTube, Shorts, and Gmail.



LEADMatch

Receive a list of anonymous website visitors and record list recipients who went to the website that includes contact information and what actions they took to build 9-18% response records lists and prove campaign attribution.