



POLITICAL CASE STUDY

SUMMARY

Over the past 4+ years, Bold Collective has run over 70+ successful political campaigns across Connected TV and Audio EVERYWHERE! Whether it's programmatic or a direct integration, we can give any political budgets direct access to 100% of our CTV and Audio marketplaces. We have the customizable scale that's needed to deliver the exact audience you're looking for!

\$1.2M worth of media spend over the last 4+ years of the political advertising season

STREAMING RADIO



DOOH AUDIO



PODCAST



CONNECTED TV



MOBILE



RECENT CAMPAIGNS



Future Forward USA Action



RECOMMENDED KPIS

- Sub-Country
- Geo-Targeting (down to DMA level)
- Brand Safety
- Audience Targeting
- High Completion Rate

BOLD AUDIENCES: VOTERS

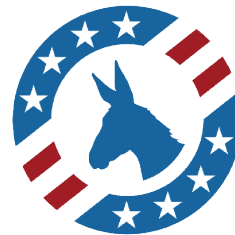
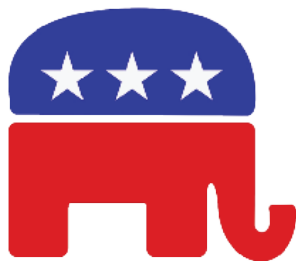
powered by
SEMCASTING

14 Voter Cycles & 145M Registered Voters

FEATURES

- 85% activated match rates, ready in 1 hour.
- National Voter registrations by district and precinct available on-demand
- Enhancement data from every reputable data vendor in politics
- Monthly updated Voter data based on registrations, donations, activism, and issues preferences
- PII/voter files, or political-data partner IDs
- Custom Audiences with an array of political data from partners (L2, Data Trust, i360, PDI, etc.), & Semcasting's political data, for all States, Senate & Congressional Districts.

TARGETING CAPABILITIES



DATA SOURCES

