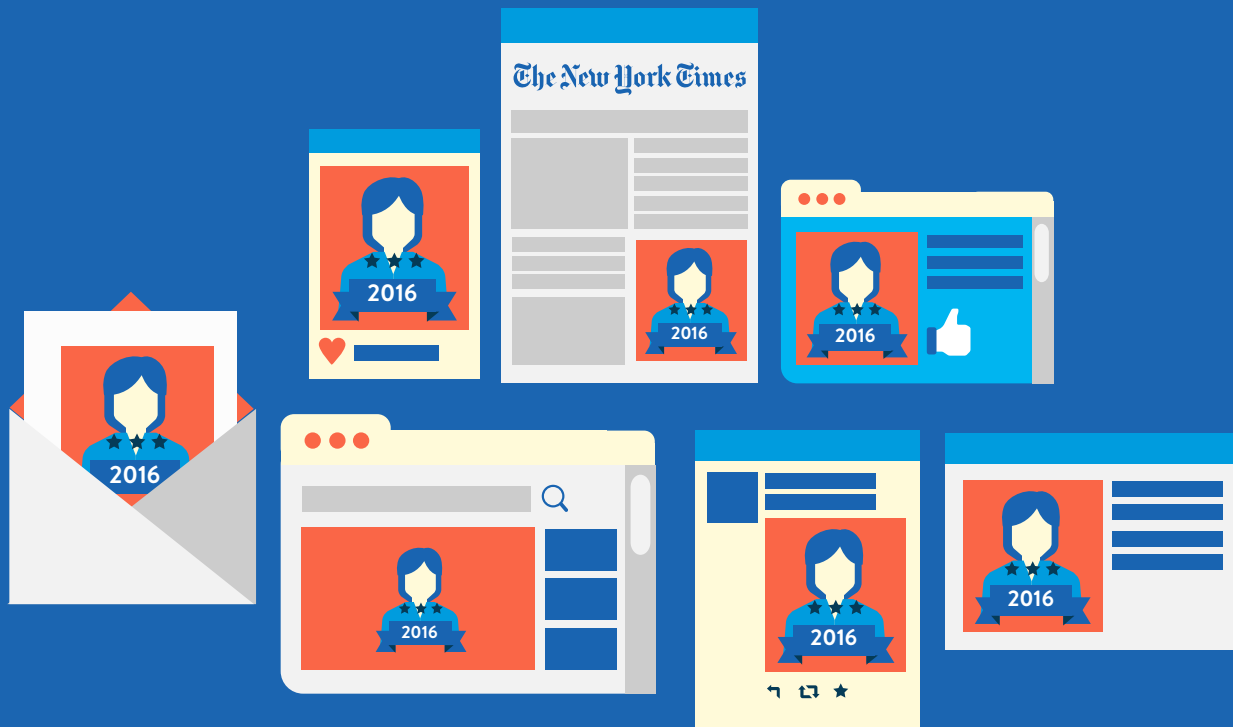
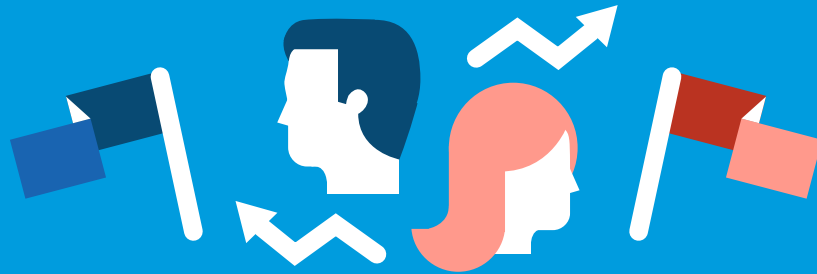




MAKING HISTORY: PROGRAMMATIC IN POLITICS





The 2016 Presidential Election is on the tip of everyone's tongue, as it continues to dominate news segments, websites, and headlines all around us. Campaigns are revving up and focusing on the opinions of American voters; a nation with varied views and lifestyles. With an audience as diverse as the American voting population, the granular detail that comes standard in programmatic offers a powerful advantage to political campaign managers trying to deliver effective messages to their constituencies.

Programmatic advertising is the use of data and automation to influence smarter ad buying decisions. This data driven marketing approach provides detailed and surprising insights on audience segments of interest, as well as highly specified targeting techniques. Now, in addition to simply being able to reach Democrats or Republicans, the insights from this data can inform the ad's messaging to ensure it will resonate with its audience of choice.

Though political advertising is nothing new, the digital aspect of campaigning is a growing frontier. Mother Jones reports that in 2010 digital advertising represented only 1.2% of Congressional total campaign spending. After five years of steady growth, it is estimated that 25% of the 2016 Presidential Election campaign funds will be allocated to digital media. With great budget comes great responsibility and The Trade Desk is here to help ensure you capitalize.

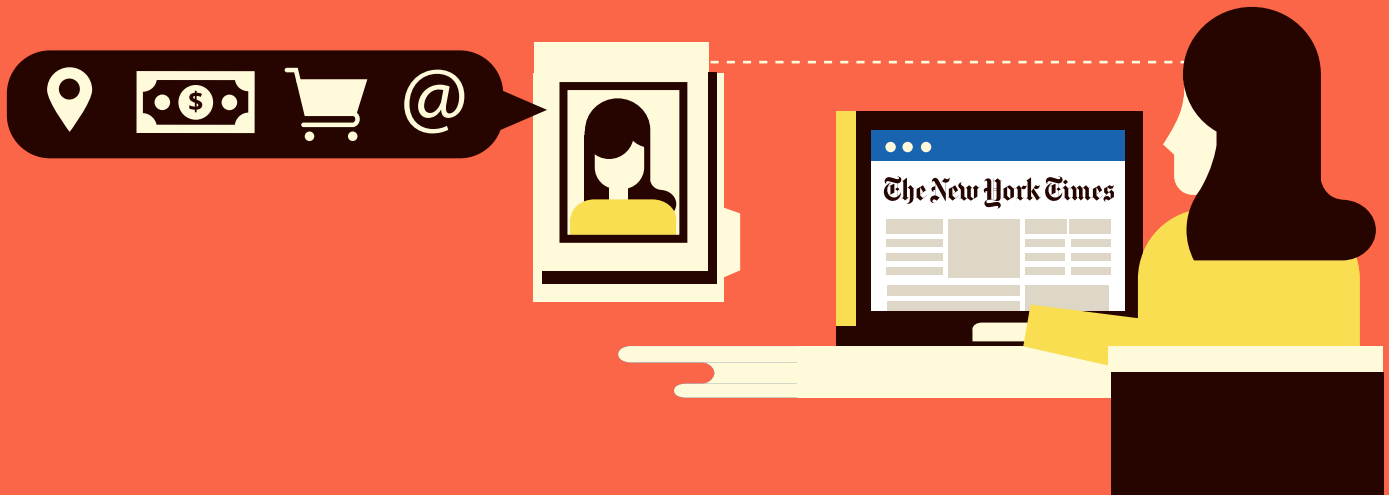
CAPITALIZING ON PROGRAMMATIC

Want to know the number one reason to run your campaign on programmatic? Insights.

Learnings about your audience are readily available without having to rely on other partners to filter information through their systems and into your organization. This influx of data produces a real-time focus group that informs the campaign and the marketer's understanding of current consumer sentiment.

Additionally, because the systems are operating in real-time, programmatic enables your campaign to automatically insert new messaging, redirect spend, and increase or decrease impressions to particular markets. This dynamic fluidity optimizes your advertising spend—altering and reallocating when necessary.





UNDERSTANDING YOUR DATA

FIRST PARTY DATA

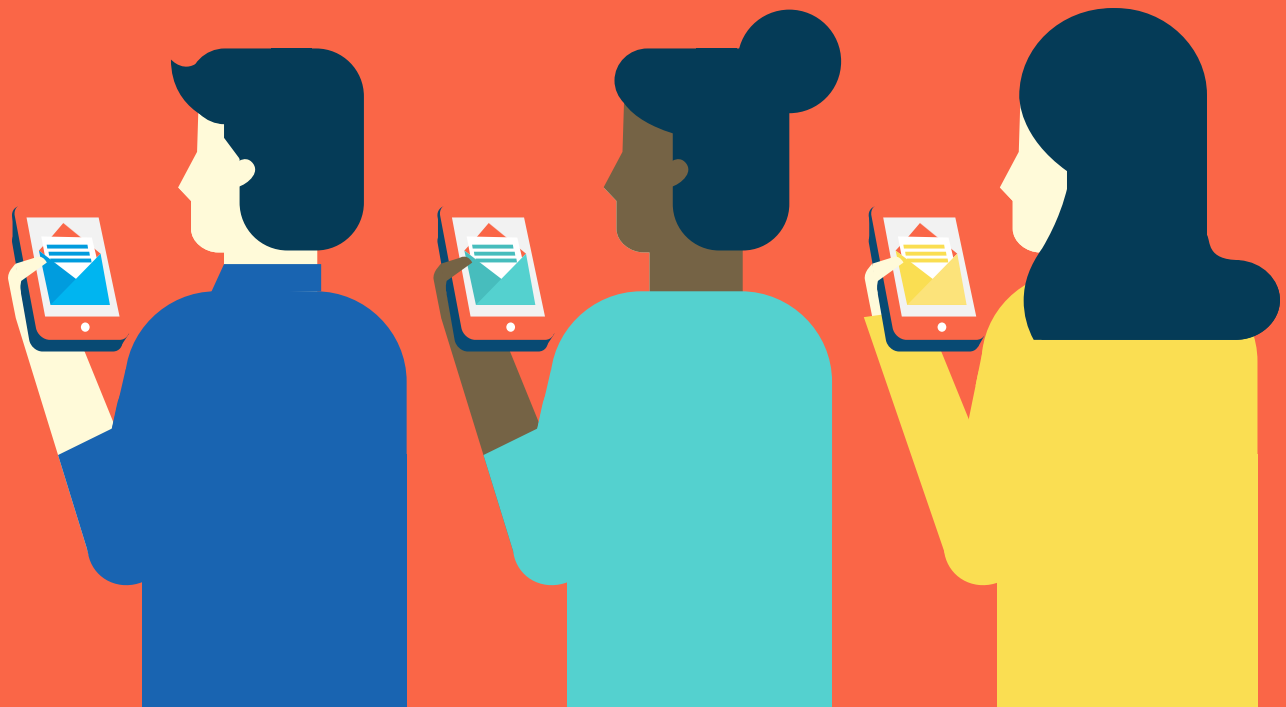
First party data lets the buyer look at people with an existing awareness for your client. Better put, it allows us to see those voters who have already expressed interest in your candidate in some way. The Trade Desk works with partners such as LiveRamp and Neustar to retarget browsers across channels.

THIRD PARTY DATA

Third party data is activated through partners such as BlueKai, eXelate, Transunion, and others. These partners aggregate information around media consumption habits online and offline, financial analysis, purchase behavior and shopping behavior. Some types of third party data connect users across devices, or determine the context of a page, to make contextual targeting decisions.

The powerful combination of first party and third party data sets allows you to identify user-specific behavior to target. For example, you may notice that people who fall within your remarketing pool are also intently interested in buying luxury automobiles.

With this information, the media buyer may recommend targeting this segment and comparing performance with other data sets. From there, campaign managers may want to purchase data that identifies high income zip codes or users with income over a certain level, in order to customize messaging to align with issues these voters are concerned with, as high net worth individuals.



PUTTING THIS DATA TO USE



THE POWER OF ALGORITHMS

AudiencePredictor™ and AudienceExcluder™

Pursue your best audiences by utilizing The Trade Desk's proprietary targeting algorithms. AudiencePredictor™ employs third party data to identify users who fit your ideal voter profiles.

Similarly, AudienceExcluder™ gives you the power to save budget by not serving ads to users who are unlikely to meet your conversion goals.



OPTIMIZATION

Algorithms can also optimize campaigns by analyzing performance to determine the value of future impressions, and their likelihood of translating into the desired actions.

For example, let's say ads shown in the afternoon on news sites perform better than the same ads on blog sites. Due to the difference in performance, it makes sense to assign a lower value to the blog site ad impressions, and a higher value to the ads seen in the afternoon on news sites. This type of automation removes a lot of the price guessing in media campaigns, and lets the campaign managers focus more on attaining higher levels of performance – clicks, engagements, email addresses, contributions, and so on.



A REAL-WORLD FOCUS GROUP

Analyzing campaign performance is another powerful optimization technique. Programmatic advertising creates real-world focus groups because the voice of the crowd is shown in the data garnered by media campaigns. Your campaign’s conversion data can help you identify anything from how your messaging appeals to users to which picture of the candidate works the best.

If your campaign is testing different calls-to-action in different ad units, data within the first week will indicate which one resonates with users most. Armed with those insights, you can pivot onto that message and deliver variations of that message more heavily.

In this way, the real-time focus group element of programmatic advertising works to inform the larger campaign strategy, and can be an early insight into:

What resonates with constituents?

What moves undecided voters?

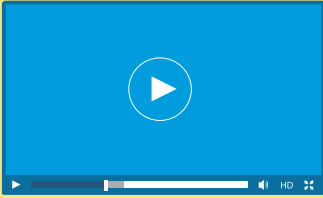
How do different messages perform in different regions?



OMNICHANNEL TARGETING

Another important part of the programmatic ecosystem is the push to strategically unite messaging across all devices. Desktop cookies, once thought of as the holy grail of media tracking, have given way to cross device targeting and location analysis. As the average number of connected devices steadily rises, omnichannel marketing is becoming crucial in reaching users with the right message, at the right moment, on the device they’re using at that moment.

This capability ensures device appropriate messages are sent throughout the target user’s day. An ad delivered during the work day, for instance, will go to the user’s desktop, while mobile ads are delivered during lunch and after work when the user is not in front of a computer.



ADVANCED TV

The TV industry is undergoing an evolution. Viewers are changing the way they access content, causing viewership patterns to become extremely fragmented. Don't miss the mark with a wide audience TV ad, reach the voters who matter with precision by delivering ads to over-the-top (OTT) devices, Smart TV apps and gaming consoles.

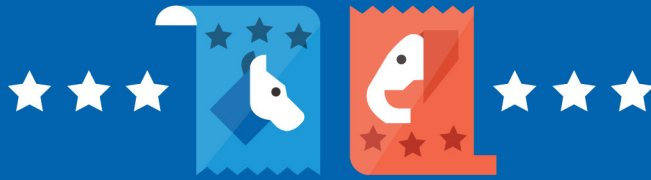
Using rich digital data sets in combination with TV data, advertisers can determine whether their ads are driving consumers to visit their website, and what actions they are taking once there. In turn, campaign managers can efficiently use their TV budget towards likely voters, while viewers have a better user experience with ads customized to their political opinions.



HYPERLOCAL TARGETING

Another key factor to political success is the candidate's ability to convey how he or she plans to improve voters' lives at home and in their neighborhoods. Every issue is a local issue, and with hyperlocal targeting, candidates can send different messages to people in different locations to appeal to local concerns. While marketers have historically been able to target ads nationally and locally to the designated market area (DMA), programmatic buying allows us to target zip code areas and even areas around specific addresses.

Hyperlocal targeting enables media buyers to target users in different parts of a city with different messages reflecting local or hyperlocal political concerns. In New York City, for example, people in Midtown, Manhattan may be concerned with tax rates while people in Astoria, Queens are concerned about healthcare access. You can speak to both issues at the same time in one campaign, as users in each area will see messages that pertain to their specific local matter.



KNOW YOUR VOTER

How can marketers reach Democrats or Republicans? Do Democrats or Republicans buy an item more than the rest of the population? With these insights in hand, The Trade Desk is here to ensure your marketing dollars are being put towards the best and most effective campaign.

DEMOCRATS

REPUBLICANS

INCOME

Their income tends to rest firmly in the middle to upper-middle class wealth range.



Their wealth varies extremely from high-upper class to lower-middle class, with very little in between.

AGE

Falling on extreme ends of the spectrum, voters are mostly either millennials or AARP members.



Voters tend to be middle-aged to near-retirement age.

WHAT THEY DRIVE

Second-tiered luxury cars, like Acura.



American trucks

WHAT THEY'RE USING THE TV FOR

Playing video games



Watching NASCAR

WHAT THEY'RE READING

Fiction



Non-fiction

WHAT THEY LIKE TO DO OUTDOORS

Fishing



Hunting

BRANDS THAT ARE POPULAR

Birkenstocks, Apple



Ann Taylor, Barnes & Noble

WHAT THEY'RE PINTEREST-ING

Scrapbooking



Woodworking



KNOW YOUR DONOR

Those who have donated more than \$1,000 most likely fit the following profile:



They probably drive a Land Rover. If not, probably a C or E Class Mercedes.



They tend to have an iPhone, but their laptop is almost certainly a Windows machine.



They are more likely to have a lot of disposable income, in the \$10 to 25 million range.



They probably like watching *The Matrix* and *Two and a Half Men*.



WHAT DO YOU REALLY KNOW ABOUT OHIO VOTERS?

As arguably one of the most crucial swing states, Ohio voters are primed to play a big role in the 2016 election! Knowing this, The Trade Desk dove into the data to share some insights on how to reach your voter.

DEMOCRATS IN OHIO

STUDENTS



Interested in party/night life, hip hop and rap.



Heavy chewing gum users.



Frequent shoppers for eye drops.

PROFESSIONALS + PARENTS WITH YOUNG KIDS



Mostly in tech & computing jobs.

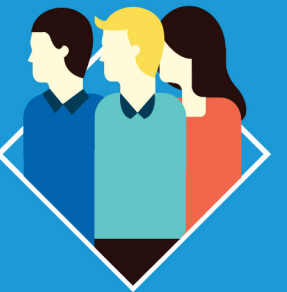


Interested in luxury cars.



Frequent shoppers for beauty products.

PARENTS WITH OLDER KIDS



Browsing education websites.



Looking for used economy cars.



Watch family TV shows like, HBO's Boardwalk Empire and ABC Family's Pretty Little Liars.

REPUBLICANS IN OHIO

NEW GRANDPARENTS



They most likely own a Jeep.



Either own or are looking to own property in Florida.



Show interest in gardening.

UPPER MIDDLE CLASS FAMILIES



They own high-end cars such as, Cadillac, GMC, and various sports cars.



They make charitable and religious donations.



Show interest in the military.

MIDDLE CLASS FAMILIES



Looking to buy cheap cars.



They have older kids who own gadgets and show interest in technology.

UNDECIDED VOTERS IN OHIO

STAY-AT-HOME MOMS



Frequent shoppers of: heavy salty snacks, meat & seafood, baking & cooking supplies.



Interested in luxury shopping.



Heavy TV binge-watching activity for shows on Bravo, TLC, Showtime, Comedy Central, & Awards Shows.

BOTTOM LINE

So, what does the programmatic ecosystem mean for political campaigns?

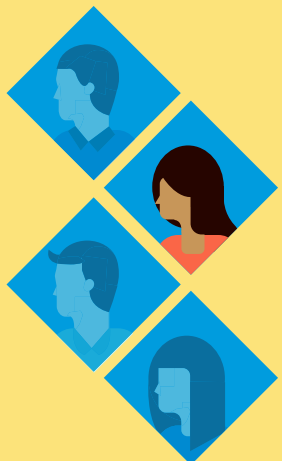
Political media executives can spend more time on strategy and less time on mundane, pre-campaign setup. Once a media strategy is in place, it's easier than ever to find ad inventory, optimize campaigns and determine effectiveness. Campaigns gain real-world knowledge of voter interests to help inform messaging, creative and candidate platforms. Earn votes by targeting the right person with messaging that aligns to their specific values, opinions and priorities.



FIND YOUR CONSTITUENTS

By deploying audience data that you own, or data that third parties have aggregated for you, you have the ability to find your audience across media channels.

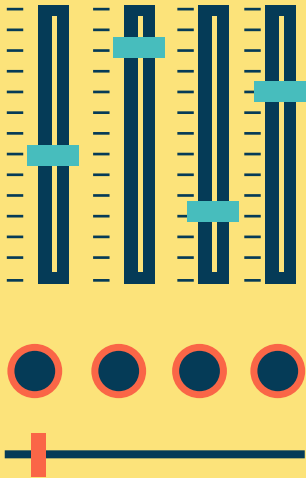
More importantly, you have the ability to see how your advertising campaign is doing in real-time. Rather than waiting multiple days (or weeks) for a traditional media buy and analysis to be complete, programmatic marketing will tell you how your campaign fares almost instantly. This immediacy allows you to quickly test different hypotheses and scale up or down as the data dictates, making your dollars more efficient in use.



SEND HIGHLY TARGETED CAMPAIGN MESSAGES

Each voter is a unique person with a distinct set of interests, biases and viewpoints.

The volume of data we aggregate in the marketplace gives political ad buyers the ability to inform every ad with knowledge of the user, and the ability to cater each message to the voter's interests. The result is a messaging platform that speaks the voter's language and speaks to their biases.



FIND MORE LIKELY VOTERS

Derive additional insights from your campaign by connecting existing campaign data around the users who already see your ads to third party data providers. For example, we found out that Democrats are more likely to buy grapefruit juice than Republicans. Democrats favor Tropicana, Snapple and Welch's. Republicans prefer Fuze, Sobe and Sunny D.

By using these real-world insights, based purely on your campaign results, you uncover pockets of performance that no other media platform can provide.



KEEP ABREAST OF THE VOTER INTERESTS

Finally, it's important to see voters as they are, and not who they want to be.

By using the programmatic approach, you are seeing real voters and their real interests. The result of running programmatic campaign and seeing real-world data is that you have a hand on the pulse of the voter's interests — from messages that resonate to creative elements that work.

PARTNERS TO KNOW

FACTUAL

With Factual's datasets integrated into The Trade Desk platform, campaign managers can use hyperlocal segmentation to target mobile users. This level of precision enables candidates to target users in a specific area at the right time.

SEMCASTING

Clients of The Trade Desk can tap into Semcasting's Political Data Suite, which uses IP and location data to target audiences with precision accuracy and maximum reach across devices. With nearly 100 percent of registered voters have been mapped to party, early voting, absentee voters, registered independent party preference, voter activism in Primaries and GOTV, as well as high-value donors and repeat donors, political audiences have never been easier to reach.

L2 POLITICAL

The Trade Desk's partnership with L2 Political enables clients to access L2's 160 million record national voter database. This data includes complex vote histories, party IDs, issue profiles and hundreds of fields of demographic and consumer data matched to L2's best-in-class voter file.

i360

Reach current voters on The Trade Desk with i360. With more than 60 political, issue and lifestyle segments, constantly recalibrated and refreshed based on incoming data, i360 provides both the quantity needed to have an impact and the quality necessary to serve meaningful content to responsive audiences.

ACTIVATE THIRD PARTY DATA TARGETING

PROVIDER	SAMPLE TARGETING SEGMENTS				AUDIENCE REACH	
BlueKai	Interest	Politics & Society	Politics	Voters	140M	
V12	Demographic		Voter Indicator		119M	
Exelate	Interest	Politics	Likely Voter		119M	
V12	Demographic	Voter Indicator	Voted In General Elections	Voted in the 2012 General Election	79M	
Infogroup	Infogroup Consumer	Interests	Politics & Society	Politics Voters	55M	
Exelate	Interest	Politics	Politics - Registered Voters	Democrat	55M	
Exelate	Interest	Politics	Politics - Registered Voters	Republican	54M	
Nielsen	Nielsen Combo Segments	Nielsen Politically Engaged TV Viewers	Republican	Light News TV Viewer	31M	
Nielsen	Nielsen Combo Segments	Nielsen Politically Engaged TV Viewers	Republican	Heavy News TV Viewer	30M	
Nielsen	Nielsen Combo Segments	Nielsen Politically Engaged TV Viewers	Democrat	Heavy News TV Viewer	29M	
Neustar	Demographics		Political	Registered Republican	28M	
Nielsen	Nielsen Combo Segments	Nielsen Politically Engaged TV Viewers	Democrat	Heavy Primetime Viewer	28M	
V12	Demographic	Voter Indicator	Voted In Primary Elections	Voted In the 2012 Primary Election	27M	
Neustar	Demographics		Political	Registered Democrat	26M	
V12	Demographic		Political Affiliation	Democrat	23M	
V12	Demographic		Political Affiliation	Republican	19M	
Lotame	News & Politics		Democratic Party (prepackage)		14M	
Lotame	News & Politics		Republican Party (prepackage)		14M	
Eyeota	Seasonal	Holiday & Special Events	Election Day US	Eligible Voters	11M	
AddThis	US	Premium	Political	PoliticsUS	Republican Terms	150k
AddThis	US	Premium	Political	People	Democrat Incumbents	129k
AddThis	US	Premium	Political	PoliticsUS	Democratic Terms	59k

BUYING IN THE PRIVATE MARKETPLACE

Looking to target premium publishers? Secure crucial inventory in advance through deals available in The Trade Desk’s Publisher Management Platform. Sample contracts for political targeting include:

TARGETING REGION	PUBLISHER
National	ABC News & ABC Local TV
	The Atlantic
	BBC
	CBS News
	CNN
	E.W. Scripps
	Fox News
	Gannett Local News
	Hearst Regional Newspapers & Hearst TV
	Huffington Post
	Lee Enterprises
	McClatchy Newspapers
	MSN
	National Review
	New York Times
	NY Post
	Politico
	Reuters
	Slate
	The Blaze
	The Daily Beast
	The Daily Caller
	The Daily Mail
	The Drudge Report
	The Guardian
	Time Magazine
	Univision
	U.S. News & World Report
	USA Today
	Wall Street Journal
Washington Post	
Yahoo	

TARGETING REGION	PUBLISHER
California	The LA Times
Florida	El Nuevo Herald
	Orlando Sentinel
	Palm Beach Post
	Sun-Sentinel
Tampa Bay Online	
Illinois	Chicago Tribune
Michigan	Mlive.com
New Jersey	NJ.com
Pennsylvania	PennLive.com
Texas	Austin American-Statesman
	The Dallas Morning News



NOTES



NOTES



Ultimately in using programmatic advertising, political advertisers gain access to voters and to real-world knowledge of voter interests today. By taking the reins and having a first-hand view of a campaign, political advertisers can control who sees their ads, the messages that are seen, and the valuable insights that are derived more than ever before.

Contact The Trade Desk today to activate your candidate's programmatic advertising campaign. We'll help you go beyond traditional standards to achieve campaign history.

 **theTradeDesk**