Increase Candidate Consideration This Upcoming Election with Sharethrough

Maximize Your Digital Dollars with Higher Performing, Quality Placements

CTV Video Display Native

Every Vote Matters.
This Election Season, Go Out and Vote.

Activate Sharethrough Political PMPs In Your Preferred DSP

Sharethrough Political PMPs are built specifically by format based on your campaign goals. Simply search for “Sharethrough Political PMPs” in your DSP to seamlessly deliver on those inventory packages.

Contact Your Rep Today for Custom Deals →

Reach Your Target Audience

Advocacy Packages
20+ curated advocacy PMPs available to reach your audience at scale
Speak with your Sharethrough Political Rep

Preferred Data Partners
Access to Political datasets from leading partners like:

CTV Dynamic QR Code
12% Increase in attention with CTV Dynamic QR Codes.
Source: Understanding Consumer Behaviors During TV Commercial Breaks, December 2022.

CTV Countdown Overlay
43% more likely to remember when the promotion starts.
Source: Understanding Consumer Behaviors During TV Commercial Breaks, December 2022.

Sharethrough Ad Formats Are Proven to Increase Awareness, Attention & Message Comprehension

Our proprietary ad enhancement technology renders existing assets to better match human cognition and preferences.

Display Countdown
106%
Increase in awareness of promotion date when a countdown is added to a display ad.

Dynamic Video Captions
56%
Increase in comprehension when captions are added to a video ad.
Source: Caption & Video Ads Comprehension Study by Sharethrough, June 2021.

Top 3 Exchange for Scale & Directness
125B+ Daily Display, Video & Native Impression Requests
Ads.txt (incl. in-app) Sellers.json
iab. Safe & Trusted Exchange: Compliant With All Industry Auditing Initiatives
GDPR & CCPA In-Line With: CCPA & GDPR

Source: Understanding Consumer Behaviors During TV Commercial Breaks, December 2022.
Source: Caption & Video Ads Comprehension Study by Sharethrough, June 2021.

Any political advertising campaigns displayed on this page are incidental and serve to demonstrate Sharethrough Inc.’s commitment to neutrality in supporting our partners. We do not endorse, advocate for, or affiliate ourselves with any political party, candidate, group, union or other entity, agenda, ideology, or belief system. Our commitment to neutrality remains consistent in supporting our partners.

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