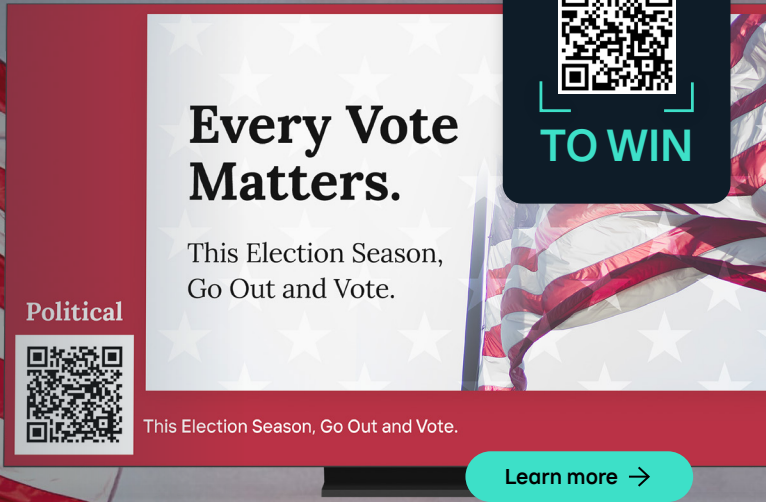


Increase Candidate Consideration This Upcoming Election with Sharethrough

Maximize Your Digital Dollars with Higher Performing, Quality Placements

- CTV
- Video
- Display
- Native

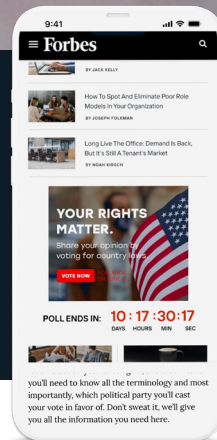


[Learn more →](#)

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 →](#)



All deals automatically remove Jounce-certified MFA sites

Reach Your Target Audience

NEW! **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:

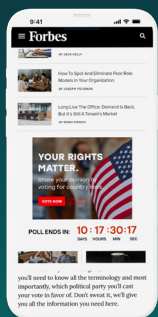
1st Party Onboarding with LiveRamp

Onboard your first-party data and translate User IDs into audience segments for deal targeting on the Sharethrough exchange.

/LiveRamp

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.

Source: *Research on the Impact of Countdown Enhancements, May 2023.*

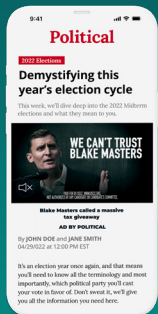


CTV Dynamic QR Code

12%

Increase in attention with CTV Dynamic QR Codes.

Source: *Understanding Consumer Behaviors During TV Commercial Breaks, December 2022.*



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.*



CTV Countdown Overlay

43%

more likely to remember when the promotion starts.

Source: *Understanding Consumer Behaviors During TV Commercial Breaks, December 2022.*

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Top 3

Exchange for Scale & Directness

125B+

Daily Display, Video & Native Impression Requests

Ads.txt (incl. in-app) Sellers.json

Safe & Trusted Exchange; Compliant With All Industry Auditing Initiatives

iab. TAG

IAB Tech Lab Council & TAG Registered Member

GDPR & CCPA

In-Line With CCPA & GDPR