2023 Midterm Package
Increase Candidate Consideration This Upcoming Election with Sharethrough
Maximize Your Digital Dollars with Higher Performing Quality Video Placements

Reach Your Target Audience

Preferred Data Partners
Access to Political datasets from leading partners like:
- Aristotle
- Data Trust
- Catalyst

Custom Political Packages
Curated packages optimized to align with your goals and KPI's
- Sharethrough Channel Packages
- Sharethrough Comscore Packages
- Sharethrough Performance Packages

Geo-Targeted Packages
Target at Congressional District, Zip, DMA, and State level

Expand Your Reach
Outside of Social Platforms
Engage with your constituency and align with contextually relevant editorial content.

Dedicated Political Team with Flexible Service Models
- Performance Metrics & Actionable Insights
- Turnkey Activation: Programmatic + Managed Service Packages Available.

Video Placements Will Perform Better with Sharethrough Enhancements
Political parties need to maximize attention & comprehension in order to generate behavioral change. Sharethrough products are built on human behavioral research studies, resulting in better performance for advertisers.

CTV Dynamic QR Codes
- Avg. Increase in Attention: +12%
- Avg. Video Completion Rate: 98%

Enhanced Video
- Avg. Increase in Comprehension: 49%
- Avg. Increase in Brand Awareness: 61%