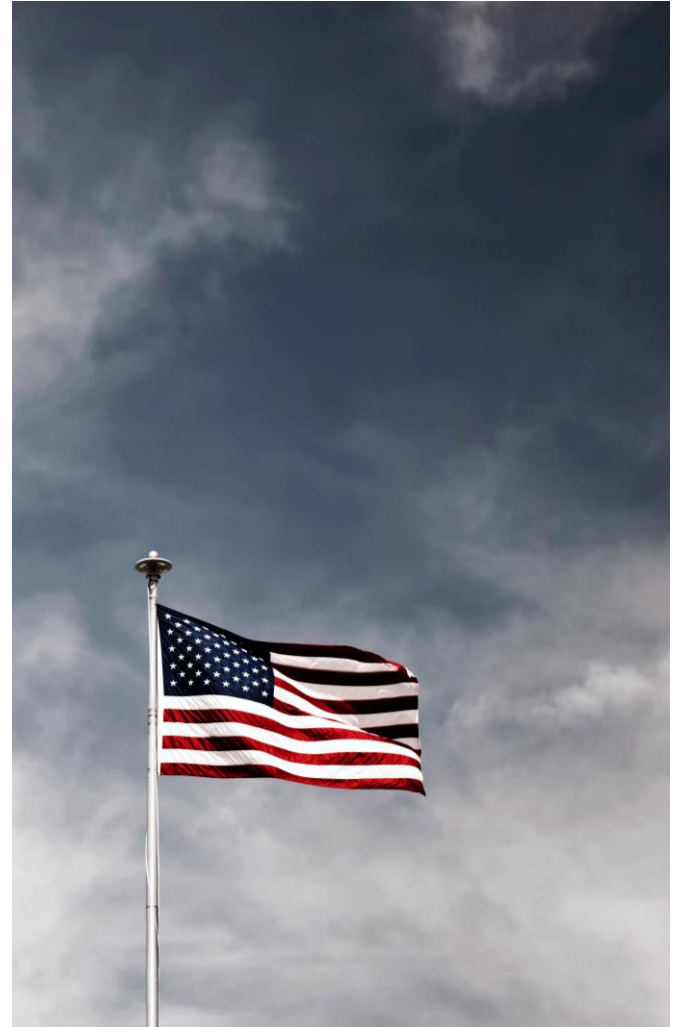


2024-2025 POLITICAL MEDIA KIT

When it comes to effective political and issue digital marketing, **experience** matters.

DDI Media Digital Solutions has been helping candidates, agencies, independent expenditures, and non-profit organizations generate impactful results with fully integrated digital media since 2016 powered by a team of professionals with more than three decades of experience in the industry.



01

Our solutions effectively target voters and influencers across multiple platforms including mobile, tablet, desktop, streaming audio players, streaming video devices, and connected televisions.

We have developed campaigns from small local races to statewide and national races as well as causes looking for awareness and reach.

02

DDI Media has a proven track record and reputation for delivering results. What separates us from other digital agencies is our attention to detail, daily optimizations and utilization of top data sources in the industry. Political and issue marketing campaigns have short windows of time to influence the target audience. We understand how to best adjust and exceed expectations.

03

Trust and reliability are extremely important when choosing your digital media partner. First party data is secure and deleted when no longer being utilized. Brand safety is also monitored to ensure ad impressions serve in a fraud free environment. We always provide transparent reporting as requested to evaluate campaign performance in real time.

Data sources matter.

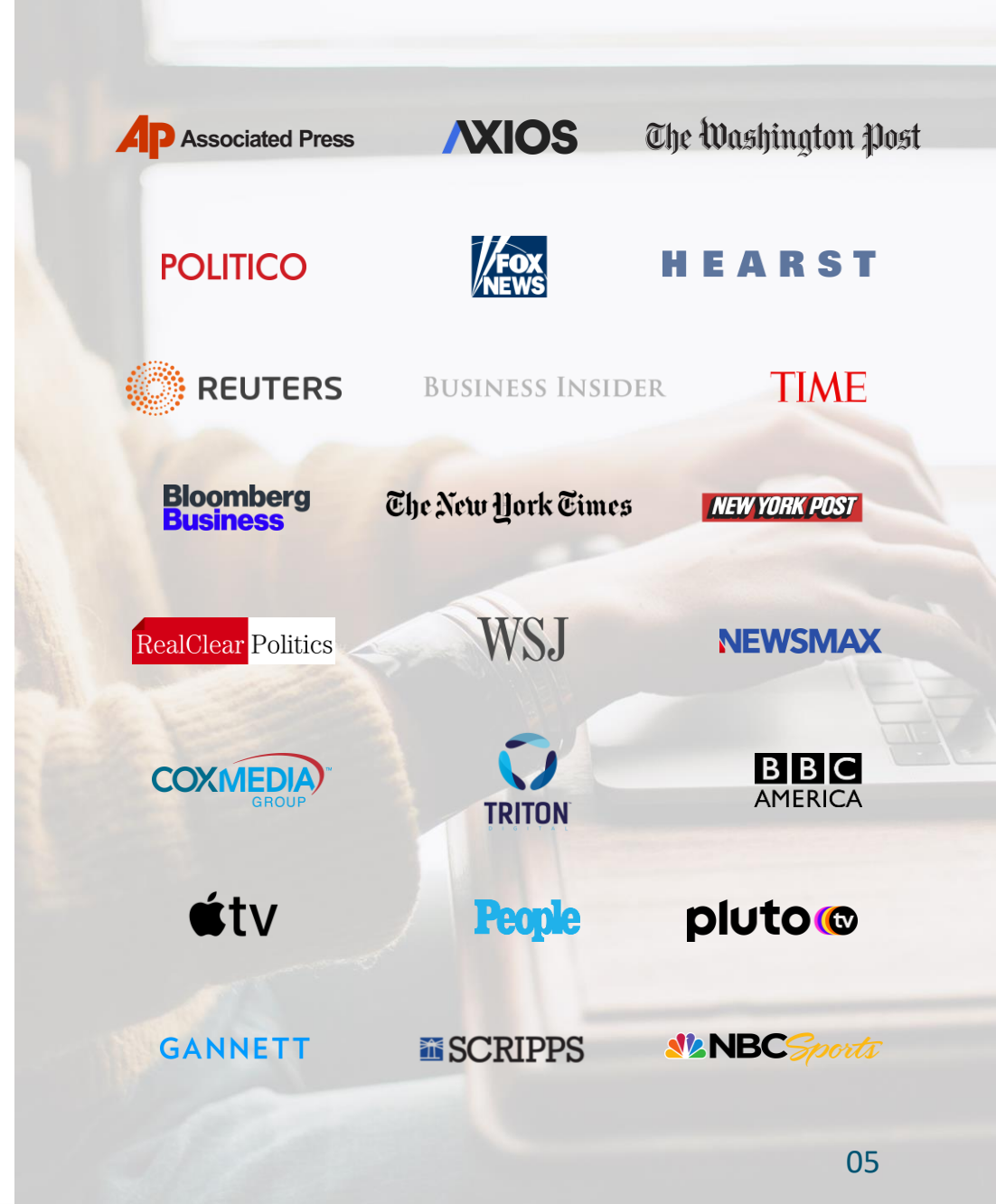
DDI Media Digital Solutions utilizes high profile, reliable data sources to identify audiences, demographics, voter data, and voter affinities to target the exact audiences you want to reach.

- Over 140 partner integrations.
- Fraud free, brand safe environment.
- Reputable data providers on top ad exchanges.
- In-House ad insertion and campaign management.
- 1st party data integration via LiveRamp.
- 45,000+ audience segments.
- 1,000+ specific political/public affairs audience segments.
- All political districts geographically built in the system.
- Transparent reporting available upon request.
- Changes made in a matter of minutes.



Access to premium inventory across multiple platforms.

Our robust platform and reputable data sources allow us to insert your messaging on premium high-profile sites and apps through our private marketplace (PMP) network. Ads can be placed with a variety of creative styles including :15/:30 streaming audio, :15/:30/:60 streaming television, display banner ads and :15/:30 video preroll.



DDI Digital Solutions delivers performance with our optimization strategies **maximizing** your budget.

Creative Optimizations

Our optimizations involve both machine learning and manual optimizations to identify the best ads resonating with your target audience, including frequency caps and viewability for best ad placement.

Domain Optimizations

We are constantly reviewing the sites and apps that your ads are serving on to remove and blacklist low performing or less desirable domains to ensure strong brand integrity.

KPI & Targeting Optimizations

We are monitoring your campaigns daily to identify targeting tactics, sites, apps and placements that are not performing and removing them to maximize your budget. Our goal is to deliver the highest CTR, VTR (view through rate) and LTR (listen through rate).

DDI Digital Solutions has a robust product mix to deliver results.



Behavioral Targeting: Target individuals based on digital behaviors and interests as well as 3rd party data.



Demographic Targeting: Target individuals based on age, gender, race, household income, occupation and even voting habits and patterns.



Contextual Targeting: Reach people based on the content they are consuming within specific categories. (i.e.: Political, News, Healthcare, Education, etc.)



Native Content Targeting: Messages are integrated to appear like content on high profile sites and apps that deliver higher click through rates.



Streaming Television (CTV/OTT): Reach people with video on non-skippable, high-profile streaming TV sites and apps.



Streaming Audio: Reach people listening to streaming audio based on their listening habits and podcast engagement.



Retargeting: Remind people about campaign donations and election day that have engaged with your ads or website.



Geographic Targeting: Target devices seen within zip codes, voting districts, counties, DMA's, States or nationwide.



Digital Out of Home (DOOH): Place messaging on multiple digital screens at a variety of venues and locations.



PPC & Keyword Targeting: Target individuals based on keyword searches or keywords that appear within content.



Private Marketplaces: Access exclusive premium inventory that is otherwise unavailable in the open market on high-profile websites and apps.



Social Media: Reach voters that engage with X (Twitter), Facebook, Instagram, LinkedIn, and YouTube.



Geo-Fence/Lookback Targeting: Target devices within a geographical area in real time or look back at prior events within three feet of accuracy.

MAXIMIZING YOUR LISTS WITH LIST MATCHING

Deliver digital **messages** to the same people you are trying to reach with email, direct mail, or door knocking.

- Our technology allows us to match street and email addresses to digital device IPs and deliver companion digital marketing ads to devices of individuals located at those addresses or associated email addresses.
- Deliver digital messages for three to four weeks after a direct mail or email message has been sent extending the life of direct mail campaigns.
- Create actionable links from digital ads that mirror direct mail messages.

- ✓ Address Lists
- ✓ Email Lists
- ✓ Voter Lists
- ✓ Door Knock Lists
- ✓ Direct Mail Lists

Additional Services:

- **Executive team strategy & management:** A dedicated team of strategy and concept experts can be assigned to your account to assist with ideas around the best way to reach your target audience with digital media.
- **Dedicated account lead:** One point of contact for all campaign needs from strategy implementation, to creatives, budget recommendations, and custom reporting requests.
- **Dedicated campaign manager:** The same campaign manager can work on all your campaigns for continuity and shared learning across all campaigns for the most effective optimizations and customized reporting.
- **Creative services:** Have a dedicated designer assigned to your account for ad creation and offer creative messaging ideas that align with your campaign goals
- **Website management & content creation:** Have one of our experts help with designing a new website or refreshing an existing website to align with overall campaign strategy goals.
- **Video and audio ad production services:** Work with our video and audio production team to create 15 & 30 second video or audio ads for insertion on streaming TV (OTT/CTV, streaming audio and video preroll (OLV) ad platforms.
- **Copywriting and graphic design:** Work with one of our experts to assist with copywriting for content as needed or a graphic artist for specific design creation including logos.
- **Social media content creation:** Take advantage of a dedicated social media partner to help create the best social media content to drive results.
- **Data/list management & segmentation:** Allow us to maximize your email and address lists by data matching via LiveRamp to upload and target with digital marketing.

SAMPLE CAMPAIGN –
REPORT SUMMARY

We provide
detailed and
transparent
reporting for
all campaigns.



Impressions 1,370,358	Clicks 3,713	CTR 0.27%	Spend \$40,000.75
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Sample Campaign - Report Summary

Jan 1, 2023 - Feb 25, 2023

Targeting Tactic	Imps. Won	Clicks	CTR	100% Complete	Completion Rate	Spend
Audience Targeting	355,278	574	0.16%	0	0%	\$10,370.56
Contextual Targeting	221,514	405	0.18%	0	0%	\$6,465.99
Site Retargeting	153,167	316	0.21%	0	0%	\$4,470.94
Native	152,054	762	0.50%	0	0%	\$4,438.46
Streaming Audio	149,367	146	0.10%	135,403	90.65%	\$4,360.02
Streaming TV	146,027	0	0.00%	141,394	96.83%	\$4,262.53
Preroll Video	104,063	347	0.33%	77,187	74.17%	\$3,037.6
Facebook	88,888	1,163	1.31%	0	0%	\$2,594.64
Grand total	1,370,358	3,713	0.27%	353,984	25.83%	\$40,000.75

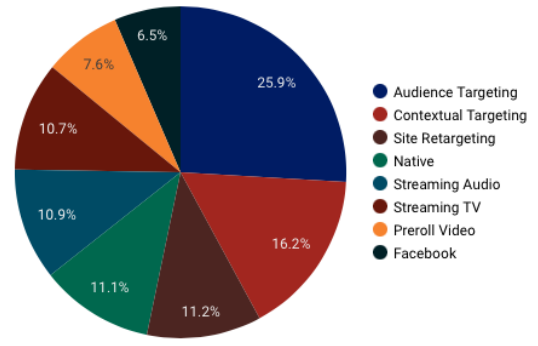
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Daily Breakdown:

Date	Imps. Won	Clicks	CTR	Spend
Jan 1, 2023	20,760	88	0.42%	\$605.98
Jan 2, 2023	19,769	101	0.51%	\$577.06
Jan 3, 2023	21,178	89	0.42%	\$618.19
Jan 4, 2023	29,753	103	0.35%	\$868.49
Jan 5, 2023	28,175	85	0.30%	\$822.43
Jan 6, 2023	28,757	74	0.26%	\$839.42
Jan 7, 2023	31,180	67	0.21%	\$910.14
Jan 8, 2023	30,657	70	0.23%	\$894.88
Jan 9, 2023	32,632	90	0.28%	\$952.53

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Delivery by Tactic:



Report Summary
Creative Report
Location Report
Device Report



<https://datastudio.google.com/reporting/f618f37f-94d4-4a64-811c-22c4cff7f192/page/D5jLC>

Let us show you how we can
exceed your expectations.

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