

Advertise Nationally. Optimize Locally.

Maximize voter reach across screens & districts this election cycle.



Plan

Plan cross-platform campaigns at the local district level to optimize voter reach

Plan with valuable audience content consumption behaviors across screens in each market to understand what they are viewing, where they are viewing in to optimize planning to capture them with your organization's message.

LOCAL PRECISION WITH COMSCORE LOCAL TV: 210 MARKETS

NATIONAL SCALE WITH COMSCORE NATIONAL TV

Activate

Reach & activate voter audiences at the district level

Activate voter audiences at the district level with precision to more effectively drive downstream performance outcomes by reaching those who have been exposed to TV ad campaigns or who were not reached on linear.

PROXIMIC: L2 POLITICAL AUDIENCE SEGMENTS FOR ACTIVATION WITH THE TRADE DESK

L2 BETTER DATA BETTER DECISIONS | theTradeDesk

Measure

Monitor & optimize campaign performance

Measure the impact of the holistic campaign with in-flight reads across metrics such as incrementality to showcase & validate total audience reach – all at the local market level.

Exclusively exposed on Digital in market

Only exposed to TV in market

COMSCORE CAMPAIGN RATINGS – NATIONAL & LOCAL

Insights

Granular, local district-level audience insights

Powerful audience insights on content consumption behaviors overlaid with other interest, attitudes, & behaviors – at the national and local level – to help organizations optimize messaging & planning

COMSCORE INTERACTIVE MAP

COMSCORE NATIONAL & LOCAL TV

COMSCORE MYMETRIX

COMSCORE SOCIAL

Drive total audience reach across all screens for advertisers beyond just basic demographics this election cycle powered by our granular dataset at-scale.

The **only** measurement company **built for the future** of cross-platform media on a foundation of stability, granularity, & precision



-  **Big Data Scale**
-  **Speed & Accuracy**
-  **Integrated Footprint**