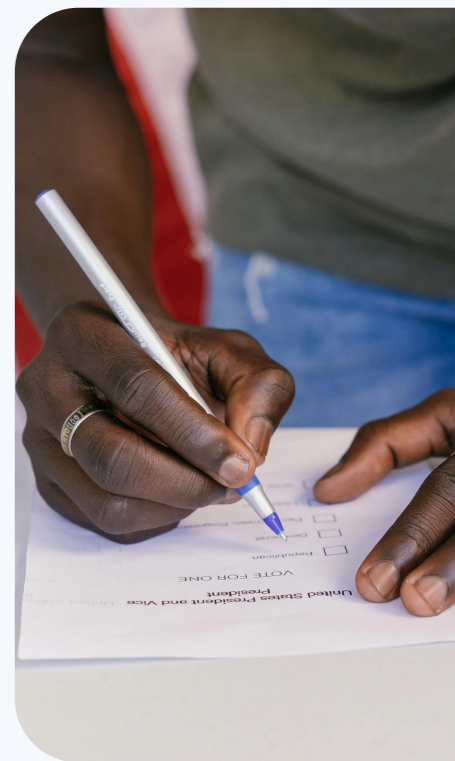


Win with Precision

Political Segment Guide: Election 2024



Introduction

Political Segment Deep Dive

As we barrel toward November, today's dynamic political landscape will certainly have people's attention. With voters' preferences, behaviors, and media consumption habits constantly evolving, it's essential to employ strategic and data-driven approaches to engage and mobilize the right audiences.

This political segment guide offers strategies for targeting and engaging with your audience effectively. It provides the knowledge to create customized messages and deliver them successfully. Additionally, the Always-On Semasio segments are your continuous connection to the electorate. Engineered to maintain consistent engagement, they are the stalwarts of political targeting that shape public sentiment and influence voter behavior year-round.

Use Cases that Win Elections

Capture the Swing Vote

Access moderate voters who can make or break an election.

Refine Messaging

Better understand voter sentiment to reduce message dissonance.

Identify Lookalike Supporters

Find constituents who look like your most loyal donors or volunteers.

Precision Targeting

Pinpoint voters based on their specific interests and behaviors.

Sentiment Analysis

Understand how voters feel about issues to tailor messages aptly.

Demographic Modeling

Engage with audiences resembling your most committed supporters.

Segment Descriptions



Unlock Insights this Election Year



**Government Integrity
& Stability**

Focused on the integrity of governance, these segments engage individuals committed to the transparency and stability of the electoral process. They target those interested in maintaining electoral integrity, ensuring fair elections, and supporting reliable governance practices.



Economic Policy

Dedicated to economic enthusiasts, this segment bridges advocates for free market policies and proponents of rigorous financial regulations. It targets individuals central to shaping economic frameworks that ensure stability and foster growth.



Political Leanings

Accommodating centrists and both left and right-leaning individuals, this segment targets advocates of personal freedoms and balanced viewpoints. It connects with those who champion liberty-focused perspectives, whether progressive or conservative.



**Foreign Policy
& Global Affairs**

Engaging experts and observers in international relations, this segment covers a spectrum from defense to diplomacy. It targets individuals dedicated to shaping or understanding global policies, geopolitical dynamics, and international cooperation.



Social Issues

Covering a wide array of topics from environmental sustainability, educational equity, and immigration to gun rights and LGBTQ equality, these segments engage those dedicated to advocating for diverse societal improvements and rights.

Governance and Policy



Navigating Political Terrain

Government Integrity & Stability

Voter Fraud Awareness > Electoral Integrity | Election Monitoring | Ballot Security | Voting Irregularities | Voter Suppression | Mail-in Voting

Economic Policy

Trade Policy Enthusiasts > Free Trade Agreements | Trade Deficit & Balance | Trade Facilitation | Import-Export Regulations | Tariffs | Protectionism

Unemployment Rate Enthusiasts > Labor Market | Employment Statistics | Youth & Long-term Unemployment | Job Growth | Precarious Work | Gender Disparities

Inflation Rate Enthusiasts > Consumer Price Index (CPI) | Monetary Policy | Price Stability | Hyperinflation | Stagflation | Disinflation | Deflation

Political Leaning

Middle-ground Thinkers > Centrist | Moderate | Pragmatic Solutions | Bipartisan | Non-partisan | Independent | Swing Voters

Advocates for Individual Liberties > Libertarian | Civil Liberties | Non-interventionism | Privacy Rights | Drug Decriminalization | Freedom of Speech

Left-leaning Viewpoints > Liberal | Democrat | Climate Action | Healthcare Reform | Gun Control | Immigration Reform

Right-leaning Viewpoints > Conservative | Republican | National Security | Traditional Values | Second Amendment | Border Control

Public Affairs

Politics & Public Affairs > Regulatory | Government Policies | Public Policy | Political Strategy | Elections | Parliament | Ministers | Politicians | Non-partisan | Activism | Lobbying | Lobbies | Media

Economy > Economic Indicator | Economics | Business Investment | Trade | Taxes | Financial Market | Interest Rates | Inflation | GDP | Monetary Policy | National Income | Price Index | Dividends | Employment

Foreign Policy & Global Affairs

Global Conflicts Observers > International Crises | Geostrategic Tensions | Humanitarian Emergencies | Peace Efforts & Negotiations

Foreign Policy Enthusiasts > International Relations | Geopolitics | Diplomacy | Multilateralism | Treaty Negotiations | Trade Agreements

Social Issues



Addressing Societal Concerns

Social Issues

Right to Life Advocates > Pro-life Activists | Anti-Abortion Laws & Regulations | Fetal Rights Supporters | Abortions Bans & Restrictions

Gun Rights Advocates > Second Amendment Defenders | Firearms Freedom Supporters | Constitutional Gun Rights | Pro-Gun Legislation

Climate Change Activists > Climate Crisis | Climate Justice | Activism & Protests | Carbon Footprint | Greenhouse Gas Emissions | Renewable Energy

Environment Advocates > Environmental Policies | Sustainable Living | Conservation & Biodiversity | Global Warming | Plastic Pollution | Waste Reduction

Education Advocates > Education Policies & Reforms | Public School Funding | Educational Equity | School Safety | Teacher Retention | AI-Enhanced Learning

Immigration Reform Advocates > Immigration Policy | Border Controls | Legalization & Regularization | Immigrant Integration Programs

Gun Control Advocates > Gun Policy & Laws | Gun Violence Prevention | Gun Safety | Firearms Regulation | Second Amendment Rights

Abortion Rights Advocates > Reproductive Rights & Justice | Pro-choice | Abortion Access & Laws | Women's Health | Abortions Bans & Restrictions

LGBTQ Rights > LGBTQ Rights Supporters - LGBTQ Equality | LGBT Activism | Same-sex Marriage | Transgender Rights | LGBT Community



How to Activate

Audiences Available on All Major Platforms

Contextual Activation

● Adform

Step 1:

Activate a Contextual Target in the STP.

Activate your Contextual Target so that it will show up on Adform's platform afterward.

Step 2:

Activate a Contextual Target in Adform's platform.

Set up and check out your campaigns from either a Partner or Advertiser view.

● Pubmatic

Step 1:

Select Audience → My Audience → Click Contextual to see if your Contextual Segment is already active in PubMatic Media Buyer Console (MBC).

Step 3:

Contextual → Search & Include Targeting of Choice.

Step 2:

Then select Deals → Create Auction Package Deal

Step 4:

Finalize Deal Creation by clicking on the button at the bottom of the page, Create Deal.

● The Trade Desk

Step 1:

Activate a Contextual Target in the STP.

Activate your Contextual Target so that it will show up on The Trade Desk's platform afterwards.

Step 2:

Activate a Contextual Target in The Trade Desk's platform.

To activate your Contextual Target, choose either a Classic Contextual Targeting or a Customised Contextual Targeting option.

Conclusion

Empower Your Campaign

This political segment roundup is an indispensable tool for navigating the complex landscape of political discourse and understanding the diverse demographics of voters.

As the priorities and perceptions of voters continue to shift, it's crucial for political campaign strategies to adapt swiftly and effectively. Partner with Semasio to craft a campaign that truly resonates, marked by authenticity and profound influence.

To shape the future, you need to make every impression count and we're here to help.



semasic

Realize your full data potential