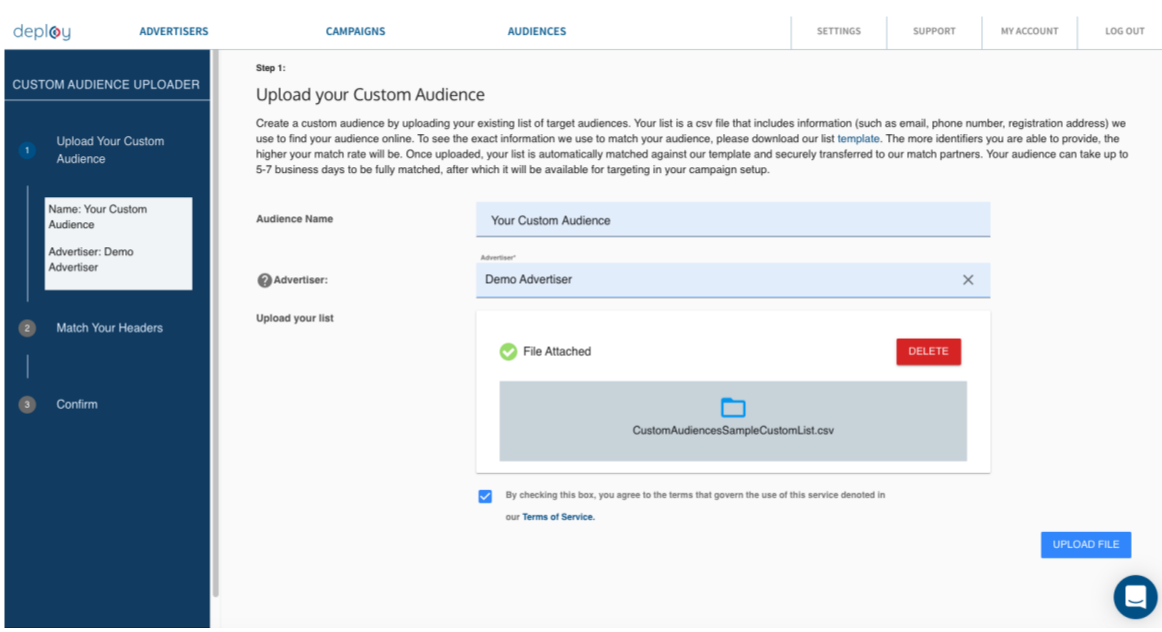
custom audience uploader on deploy walkthrough & faqs

DSPolitical is excited to offer our automated Custom Audience Uploader to our clients! Custom Audience Uploader gives you more control over uploading your lists and matching the identifiers in your file to the headers in our templates. Information is then automatically formatted, securely transferred to our match partners, and distributed to your seat on Deploy as audience segments for targeting.

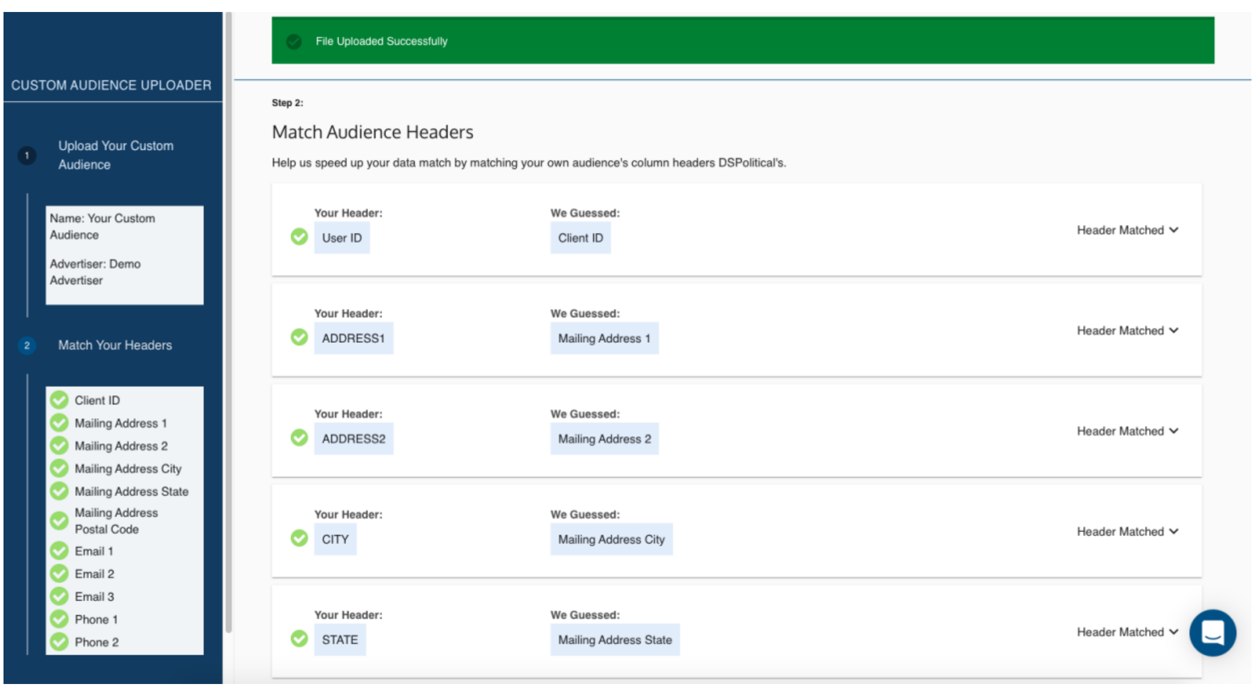
This tool is now available when you log in to Deploy. For a full demo, reach out to your client services representative.

Upload a Custom Audience

1. Navigate to the Audiences tab once you've logged in to Deploy
2. Select the "+ CUSTOM AUDIENCE" button in the top right corner
3. You will see the screen below:



4. To see the information we use to find your audience online, select the “template” link at the top of the page to download our formatting template. This is a csv file that includes all of the headers we use for matching (such as email, phone number, registration address)
5. Once you are ready, name your audience and select your advertiser. If you want to use the audience for more than one advertiser, you can assign this audience to other advertisers at a later stage, after it has been uploaded.
6. Upload your custom list, which must be a csv file, that includes information of the people you are trying to target (such as email, phone number, registration address)
7. Ensure you have read through the terms that govern the use of our service and select the checkbox
8. After uploading, some of your headers will be recognized and mapped automatically. For those headers that are not recognized, select the column headers that match from the dropdown menu. If the header does not match to one of our options, please select “Ignore this column”
9. Once all of your headers have been labeled, save your audience



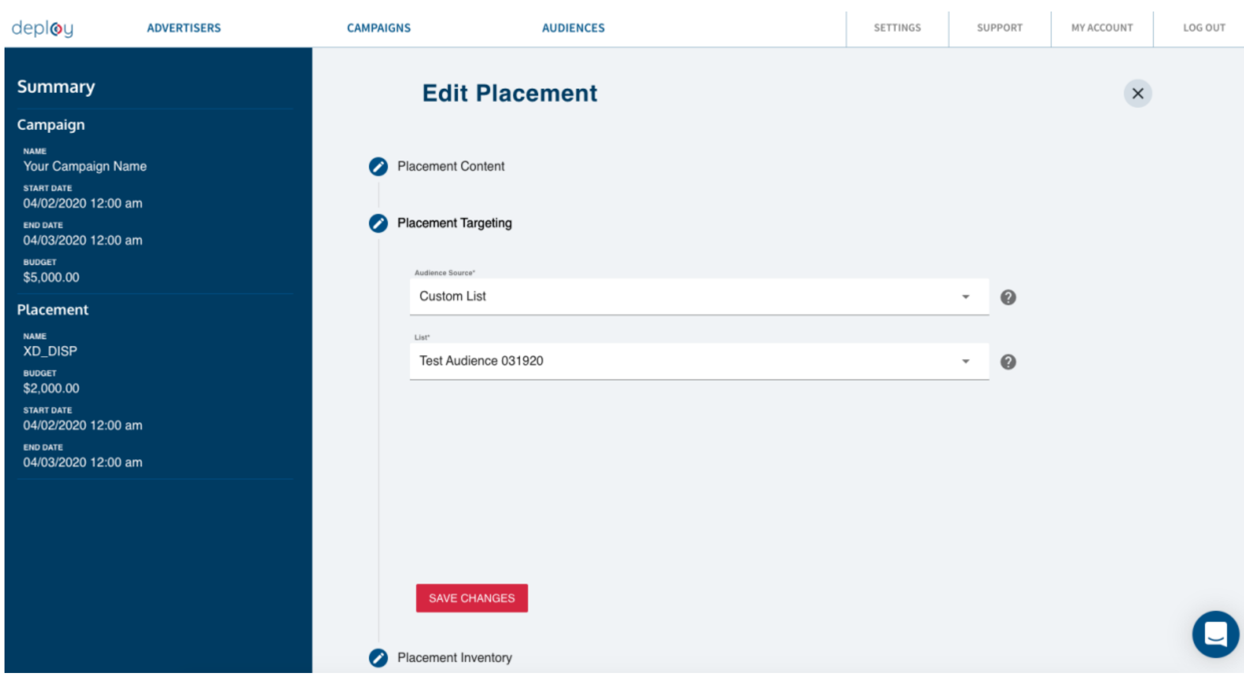
10. Voila! Your audience has been uploaded for matching and will be ready in 5-7 business days

View the Status of an Uploaded Audience & Assign to Multiple Advertisers

1. After you upload an audience, you can check on the status simply by going to the Audiences tab and finding the name of your audience
2. "Matched" indicates that the audience is ready for targeting and should appear as an option in the "Targeting" section when building a campaign or placement
3. To assign an audience to other advertisers, simply click on the clipboard icon in the Actions column and select the advertisers you want to use

Select a Custom Audience for Campaign Targeting

1. Once your list is available for targeting, simply create a placement for a campaign as you usually would
2. In the Placement Targeting section, select "Custom List" under Audience Source, and then find the name of your audience under "List"



faqs

Q. Is there a minimum for the number of records in my file?

A. There is a minimum of 5,000 records. We set this minimum because offline files with anything less would not likely match with sufficient online scale.

Q. Is there a maximum for the size of my csv file?

A. Nope! We built this feature to be able to accept files of all sizes.

Q. How long does it take for an audience I've uploaded to appear in the custom audience dropdown for targeting in a campaign?

A. Segments can appear for targeting between 24-72 hours but could continue to scale for a few days beyond that. Our guaranteed SLA timeline for fully onboarded and scaled lists is 5-7 business days.

Q. What's the benefit to using this feature if I can just use the Catalist data that's built into the platforms?

A. Ultimately, it is entirely up to you and the goals of your campaign. The audiences native to our platforms were built based on careful assessment of the needs of a variety of political campaign types. However, we understand that these audiences may not fully capture the exact audience your campaign needs to reach so we wanted to provide the option of using your own custom data within our platforms.

Q. If my custom list comes from NGPVAN, should I use this feature or just export via the NGPVAN integration?

A. Either option works!

Q. Does this feature give me an estimate of how many people or devices I can reach?

A. Not at this time. Please reach out to your Client Services rep.