



The Programmatic
Ad Technology
You Need to
Understand for
2022

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Whether you're scrolling through a news site and seeing a video pop up or reading your favorite cooking blog, chances are you're coming across plenty of programmatic ads. Such advertising allows the delivery of ads to users anywhere on the internet in real-time. They are a mainstay in any modern advertising campaign.

Whether you're a seasoned advertising professional or a campaign staffer wearing multiple hats — understanding programmatic and how to get the most out of it is crucial to reaching voters and winning elections. (If you are new to digital advertising, or just need a refresher, check out our [ebook](#) on the basics of programmatic advertising.)

As of 2021, over 308,000,000 Americans were online. That is approximately 308 million reasons why running effective programmatic campaigns matters!

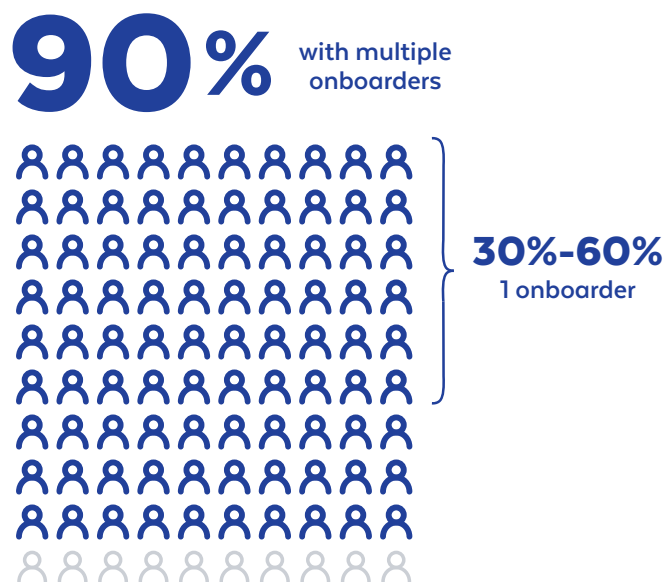
SECTION 1:

REACHING YOUR AUDIENCE – ONBOARDERS

Without proper filters in place to sift through data and find the exact people you need, campaigns may as well be shouting into the void (and throwing their budgets into it as well). These filters, or as we call them, ad targeting technologies, include the use of techniques like deterministically matching the voter file to online ad impressions—but before we get too deep on this subject, we need to understand how offline voter data is turned into targetable users online—with onboarders.

Data onboarding is the process of taking offline data points on individuals and matching them in an online environment using digital identifiers. It's an incredibly powerful tool, but it's not a perfect science. This is why it's crucial to have multiple onboarders. The more data and more identifiers you are able to reference, the more accurate your matching will be.

Take for example DSPolitical's data onboarding process; we use multiple onboarders to take offline voter data and match it online. That is one of the reasons our match rates have been independently verified at up to 90 percent. With one onboarder your match rates are likely to hover in the 30-60 percent range.



Using multiple onboarders is also a key reason we don't need to rely on probabilistic lookalikes when building your target audience. We get enough reach to target the exact voters you're looking for. Think of it this way: you could have a list with every possible variable imaginable, but unless this data can be confirmed and matched to an online user, you have no way to confirm if you're actually reaching your target audience.

Beyond match rate, your campaign needs effective reach. That's how much of your matched audiences are actually found online and see your digital ads. With one onboarder even if you do have match rates of up to **60%**, it's very likely your reach is as low as **30%**. So out of a potential audience of ten thousand only six thousand are matched and two thousand are found online.

Using multiple onboarders incrementally increases your reach by layering multiple online identifiers to build a more robust online persona and ensure we're not only matching your audience but finding them wherever they are online. With multiple onboarders and multiple layered identifiers, you're likely to reach 70% or more of that audience with your message.



60% MATCH RATE

Even fewer of your audience actually sees your ads



90% MATCH RATE

Higher match rates means more of your audiences found online

SECTION 2:

YOUR MESSAGE DELIVERED – INVENTORY

Political advertising spend is expected to top 7 billion this year. As campaigns up and down the ballot embrace the power of digital advertising to persuade and move voters, more money will be spent competing for the same inventory or the space a publisher has for advertisements at a given time.

Once you onboard your exact audience of voters matched to online ids, the next step is reaching them with your message. That's where inventory comes in.

Most political programmatic campaigns use a single inventory source. That means everyone is competing for the same advertising slots in the same pool. In these situations, to spend meaningful budget against audiences, campaigns are forced to buy lower-quality inventory or even worse forgo an onbaorder altogether subjecting your campaign to increased amounts of waste and fraud.

DSPolitical relies on multiple inventory sources so your ad budget can be used in the most efficient and effective way possible. When we see multiple sources offering the exact same inventory, we evaluate the different volumes, prices, and quality across each supply source to optimize your ad spend, and most importantly ensure that none of it ends up being wasted on fraudulent inventory.

With nearly \$1 billion of programmatic advertising a year spent on unsafe, brand-compromising content, it's crucial to work with advertising technology that has a brand safety strategy.

We achieve this by building dedicated partnerships with trusted inventory suppliers and cutting out middlemen and “black box” ad sellers, other important strategies we employ include:

- Pre-bid fraud prevention using 3rd party partnerships.
- A blocklist containing tens of thousands of domains and apps is updated on a weekly basis.
- WhiteOps human verification technology services to ensure that each impression is vetted pre-bid to prevent bidding on fraudulent impressions.

Relying on one inventory source puts campaigns at risk of not only overspending on lower-quality inventory but of potentially running content that isn't brand-safe. Building partnerships with multiple suppliers means we're able to do the hard work for you and navigate the programmatic landscape to better deliver your message to your voters wherever they are online.

SECTION 3:

BRINGING IT TOGETHER – WHY YOU NEED BOTH HIGH

QUALITY ONBOARDING AND INVENTORY

The relationship between onboarders and high-quality inventory is key. When working with low match rates of only **30 to 60 PERCENT**, the number of impressions available is drastically reduced. To achieve your goals and effectively use your budget, campaigns may be forced to rely on highly available but lower quality ad inventory.

A **90 PERCENT** match rate opens up a slew of additional impressions advertisers can purchase. With even a modest budget campaigns can be more selective and embrace a combination of high-quality inventory supplemented with more readily available, lower-cost options like display advertising.

It's building this right combination of media, data, and of course, technology that defines DSPolitical as leaders in our industry (and winners of Campaign and Elections' **"MOST INNOVATIVE PRODUCT OF THE YEAR AWARD"**).

If you're interested in working with advertising technology that has several onboarders, and the best data, reach out in the contact form below.



Whether you're trying to reach every voter within your zip code or targeting a highly specific list, we have the tools to get your message in front of the right audience.

GET STARTED WITH DSPOLITICAL