



# Lunch & Learn

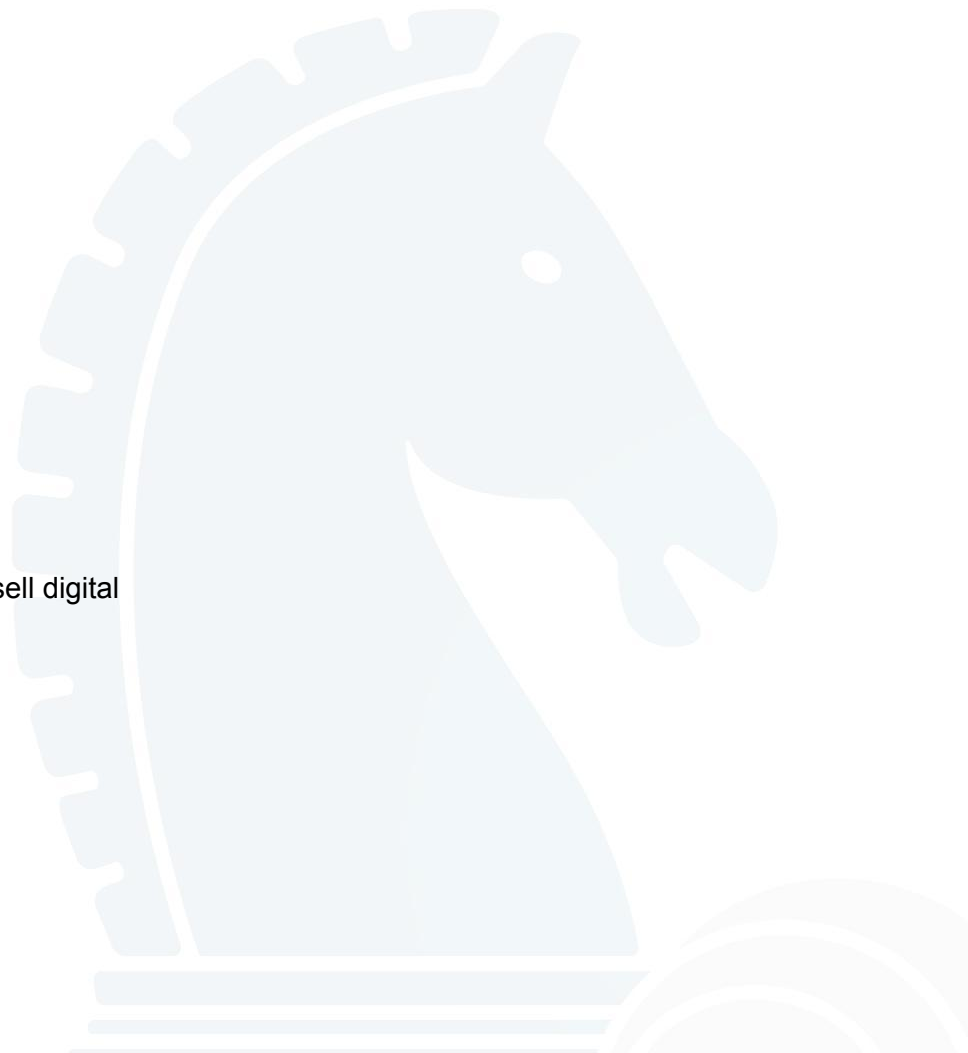
Google Deep Dive  
March 2026



# Agenda

## Welcome & Session Objectives

- **Purpose:**
  - To dive into platform offerings and capabilities
- **Today's Focus:**
  - Google platform
- **Why It Matters:**
  - We'd like to further empower you in your ability to sell digital



# All Google Platforms

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## Products

### **Google Display**

- Static Display
- Responsive

### **YouTube**

YouTube video captures attention, influences perception, and drives measurable action

- Skippable
- Non-Skippable
- Bumpers
- YouTube TV

### **YouTube Reserve**

Guarantee a set CPM for YouTube inventory

### **Google Search**

Search is the most controllable and intent-driven paid channel in digital marketing. When someone searches, they are already leaning in.

# All Google Platforms

## Google Display vs. Programmatic

Google Display Ads are basically identical to Programmatic Display Ads with a few key differences.

**Google Display**- Utilizes a single, walled-in network of ~2m Google partner sites, including assets like YouTube and Google Shopping.

**Programmatic advertising** uses multiple ad exchanges for massive ad reach across the entire web

- **Reach & Inventory**: Our DSP's accesses nearly all web inventory via 20+ ad exchanges, while Google Display is self-limited to Google's partner sites.
- **Targeting**: Google Display doesn't allow list targeting for Political Ads, but is allowed for non-political clients with a \$50k minimum account spend & 90-day+ live campaigns. While normal Programmatic Display allows list targeting for all clients.
- **Control**: Programmatic offers higher-level, precise audience targeting, Google Display intentionally gate keeps their industry leading data and network.
- **Ads & Inventory**: Google Display ads can be slightly higher quality, especially with *Responsive Display Ads*, and being included in the GDN Network can be a valid *value indicator* for "Premium" campaigns " (ie presidential campaign, Apple products, etc.)

# All Google Platforms

## Programmatic vs. Google Display Network

### Google Display - Best Use

- When you have a broad enough audience and spend to hand Google the keys.
- Want to leverage Google's proprietary targeting- such as Interest, contextual, & remarketing
- Desire slightly higher *quality* inventory/creative with Google's Responsive Display Ads

### DSP Programmatic - Best Use

- You have a well defined ideal Audience or need higher-precision targeting control
- When you want greater reach and/or higher Inventory Control

**Takeaway** - Combined with programmatic Display campaigns, Google Display can be great for **Brand** (with a 50k min. spend) while Political Campaigns are advised to focus on DSP alone unless scale/scope is large enough – *Sen, Gov., POTUS* – where political high budget can sustain a large frequency boost.

# All Google Platforms

## Best Practices - Political

When it comes to Google Display Ads specifically for political campaigns, it is best to frame them as a compliment to generic Programmatic DSP Display in specific cases, since;

### Google explicitly restricts data targeting for Political Advertisers

Use for campaigns only when you have broad audience parameters, where reach is **essential**, or exposure to all inventory becomes possible

Country-wide, or large state-wide campaigns - Gov., Sen., POTUS.

- **Targeting is limited to 3 parameters** - A single demographic criteria, location, and political contextual packs
- For competitive advantage in large scale campaigns where Ad-type or inventory type, becomes a factor in delivering your message to audiences who may be heavily saturated by opponent messaging on DSP programmatic exchanges alone.
- As *value signal* in high-scale, high-profile races, where slightly higher quality inventory can be leveraged for a competitive advantage.

**Takeaway:** Google Display should be used in Political Campaigns *only* when the slight competitive advantages in higher quality and *additional* reach outweigh Google's highly limited voter targeting options.

# All Google Platforms

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## YouTube Overview

**YouTube is the world's second largest search engine and largest video platform, reaching billions across mobile, desktop, and connected TV.**

### Where Ads Appear

- Before or during videos (In Stream)
- In YouTube search results (In Feed)
- Inside Shorts
- Across Connected TV and Google Video Partners

Advertisers typically pay based on views, impressions, or conversions depending on campaign optimization.

### Why YouTube?

- **Massive Reach Across Devices** – Mobile, desktop, and living room screens
- **TV-Scale with Digital Targeting** – Precision audiences with measurable results
- **Flexible Ad Formats** – Skippable, non-skippable, and short-form bumper ads
- **Full-Funnel Impact** – Awareness, persuasion, and action in one platform

# All Google Platforms

## YouTube Companion Banner Ads

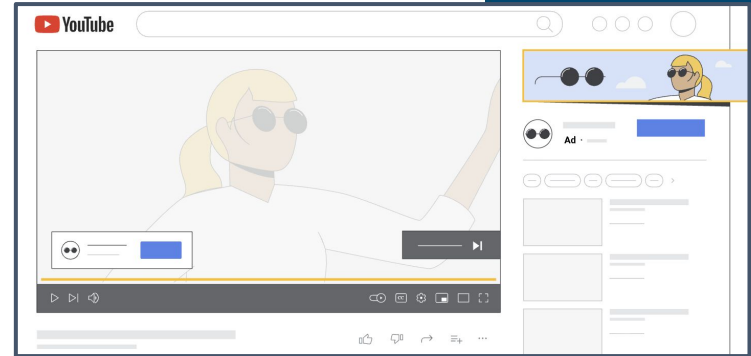
300 x 60 desktop banner that appears next to your video ad with a clickable CTA.

### Offered With:

- Skippable in-stream ads
- Non-skippable in-stream ads
- Bumper ads

### Best Used For

- Additional brand exposure
- Reinforcing your message
- A second click/ad engagement opportunity for viewers
- Driving traffic and strengthening recall during persuasion or GOTV pushes.



*\*Companion Banners are optional, but are encouraged.*

# All Google Platforms

## YouTube Audiences & Targeting

YouTube allows advertisers to reach specific audiences based on demographics, interests, behavior, and location.

### Targeting Options

- **Demographics** (age, gender, parental status, household income)
- **Affinity Audiences** (lifestyle and long term interests)
- **In Market Audiences** (users actively researching topics or products)
- **Custom Segments** (built from search behavior and online activity)
- **Customer Match** (first party email list targeting)
- **Placement Targeting** (specific channels or videos)
- **Geographic Targeting** (state, county, district, or zip code)
- **Political Affinity Segments** (political interest audiences where available)

# All Google Platforms

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## Creative Guidance

**Effective YouTube ads capture attention quickly and deliver a clear message within the first few seconds.**

### Brand

- Show brand or logo early
- Introduce the product or message quickly
- Include a clear on screen and spoken CTA
- Use subtitles since many viewers watch muted
- Test multiple lengths such as 15s and 30s

### Political

- Clear candidate positioning, with direct voter CTA's
- Contrast messaging
- Repetition for recall
- Increase frequency closer to elections
- 15s, non-skippable often effective

# All Google Platforms

## Products: YouTube Skippable

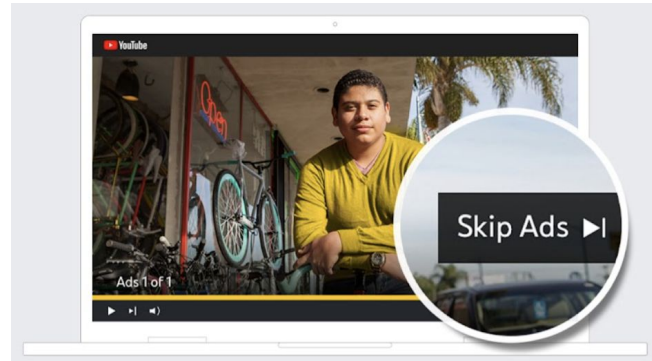
Skippable in stream ads deliver your message before, during, or after YouTube videos and across Google Video Partners, driving efficient reach and engagement.

### What It Is

- :15–:60 video
- Skips after 5 seconds
- Pay on 30-second view or engagement

### Best Used For

- Brand - Awareness & scale
- Political - Persuasion & issue education
- Mid-cycle narrative
- Larger universes (150K+)



# All Google Platforms

## Skippable Best Practices - Brand

When deciding whether to use skippable or non-skippable Ads for your campaign, there are 3 primary factors you need to consider.

### Audience

- Skippable Ads are best used when an audience does not require persuasion, ex. - audiences who have already signalled intent to engage/convert (retargeting), or audiences identified as high propensity to engage or convert on first touch.

### Funnel Position

- Skippable Ads are best used at the top or bottom of the funnel. Either in the branding & awareness stage for cultivating or identifying interest, or at the decision phase with a high intent audience.

### Objectives

- Best used when objectives are awareness & branding, where reach and frequency are key; As well as conversion, when a familiar call-to-action is key, *after* Ad Recall has been established.

# All Google Platforms

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## Skippable Best Practices - Political

- Hook in the first five seconds assume skip
- Lead with urgency contrast and strong CTA
- Use 15 seconds for persuasion and 30 seconds for narrative
- Prioritize persuadable universes
- Target 4 to 8 frequency per flight

### Strategic Use:

- Mid cycle persuasion issue education narrative shaping

# All Google Platforms

## Products: YouTube Non-Skippable

Non skippable in stream ads ensure your message is viewed in full before, during, or after YouTube videos and across Google Video Partners, maximizing guaranteed message completion.

### What It Is

- :15 seconds
- **CANNOT** skip
- CPM-based
- **Can do 30s non skip if white listed**

### Best Used For

- High completion rates
- Final push
- Attack or urgency messaging
- Smaller, high-value universes
- 8–12x rapid frequency



*Higher CPM — use strategically.*

# All Google Platforms

## Non-Skippable Best Practices - Brand

- Audience
  - Non-Skip Ads are best used when an audience requires persuasion to win them over, ie:
    - Audiences modelled as ideal customers in the consideration phase.
      - Highly likely to purchase *ANY* product to solve their problem, we need 15-30 seconds uninterrupted to convince them to engage with *OUR* product/services.
- Funnel Position
  - Non-Skip Ads are best used in the middle of the funnel, in the consideration/education phase where every second counts.
  - They can also be used in the decision/conversion phase in certain cases where a final argument or push is needed.
- Objectives
  - Best used when objectives are persuasion or education, where ***message recall*** is key.

# All Google Platforms

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## Non-Skippable Best Practices - Political

- Use for final push
- Deliver one clear focused message
- Keep creative tight and disciplined at 15 seconds
- Target smaller high value universes
- Drive higher frequency in short windows

Strategic Use:

Late cycle contrast GOTV urgency message control

# All Google Platforms

## Products: YouTube Bumpers

Bumper ads deliver short, memorable messages at scale, making them ideal for broad reach and high frequency reinforcement.

### What It Is

- :06 seconds
- Non-skippable
- CPM-based

### Best Used For

- Name ID
- Tagline repetition
- Reminder messaging
- Pairing with longer creative



# All Google Platforms

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## Bumpers Best Practices

- Awareness, brand Id, or name id
  - Ideally closer to the middle of the funnel when generating deeper interest is key
- Persuasion & consideration
  - For highly efficient message-recall, especially lower to mid-funnel to capitalize on previous message saturation.
- Decision phase
  - The best place for bumper ads, where where message capitalization, high-intent signalling, and call-to-action intersect for a successful conversion (Highest value action to purchase or vote.)

# All Google Platforms

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## Products: YouTube TV

YouTube TV combines the impact of traditional TV with the targeting, flexibility, and measurement of digital advertising.

### What It Is

- Premium live TV streaming inventory on YouTube TV
- Ads shown during live broadcast and cable programming
- 100 percent big screen viewing environment
- Combines traditional TV experience with digital targeting

### Best Used For

- Mass awareness in a premium TV environment
- Reaching audiences during live sports news and entertainment
- High attention brand storytelling
- Political messaging and GOTV closer to election day

# All Google Platforms

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## YouTube TV Best Practices

YouTube TV ads appear in a live TV viewing environment, so creative should mirror traditional television quality while capturing attention quickly

- Prioritize high quality TV style video production
- Establish brand or candidate within the first few seconds
- Keep messaging clear and simple for lean back viewing
- Focus on one core message per ad
- Use strong visuals and natural pacing for big screen viewing
- Ensure compliance and proper disclaimers for political ads

# All Google Platforms

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## Products: YouTube Reserves

- YouTube Reserve (15s, 30s Skippable)
- YouTube Reserve (15s, 30s Non-Skip)
- YouTube TV Reserve (15s, 30s Skippable)
- YouTube TV Reserve (15s, 30s Non-Skip)

### Some general info -

- Reserves allow you to guarantee a set CPM
- Potentially helpful in highly competitive races
  - Previous reps have confirmed that auction normally outperform reserves
- Accounts need whitelisting
- Minimums to come
- Dates to come
  - Potentially opening up July 4th

# All Google Platforms

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## Google Paid Search Overview

*Unlike OTT or social, google search ads meets people at the exact moment they are looking for information, solutions or taking action.*

### Why Google Paid Search?

Paid search captures users, at the moment of intent.

- **Brand Campaigns** - Revenue focused - captures buyers comparing product/services.
- **Advocacy Campaigns** - Education & mobilization - engages people researching issues or legislation.
- **Political Campaigns** - Defense, persuasion & turnout - reaches voters searching for candidates, positions, and voting logistics.

Google Paid Search is demand capture, turning user interest into measurable action.

# All Google Platforms

## Products: Google Paid Search

### What It Is

Paid Search Ads are text-based ads that appear at the top of Google search results when someone types in a keyword (search term) related to a product, service, issue, or candidate.

### How They Work

- A user types a search into Google
- Advertisers bid on relevant keywords included in their campaigns
- Google runs an auction in real time
- The ad with the best combination of the following - wins the ad placement on the search engine results page:
  - a. Bid amount
  - b. Ad relevance
  - c. Landing page quality
- Note - The HIGHEST bidder does NOT always win. Relevancy and Quality Score are key.

Social ads create awareness, display ads build reach, video builds emotion - but **Paid Search** ads convert real intent into action. Without paid search in your digital strategy, other digital channels can drive demand that your client/candidate's competitors will capture.

# All Google Platforms

## Google Paid Search Overview

### Key Metrics You Should Know

What they mean and why they matter:

- **CTR (Click Through Rate)** - Percentage of people who click after seeing the ad
  - High CTR signals strong message relevance. Google rewards this with better Quality Scores and it lowers the overall cost. More *“bang for your buck”*.
- **CPC (Cost Per Click)** - The average amount paid each time someone clicks the ad
  - Lower CPC means more traffic for the same budget. Higher CPC isn't always a negative if the conversions are also strong.
- **Conversion Rate** - Percentage of clicks that complete a desired action (purchase, donation, signup)
  - Indicates how well the landing page and offer perform. Strong conversion rates lower overall acquisition costs.
- **CPA (Cost Per Acquisition)** - The average cost to generate one conversion
  - If CPA is profitable or within goal, the campaign is working - regardless of CPC.
- **Quality Score** - Google's rating of keyword relevance, ad copy alignment and landing page experience (scored 1-10)
  - High Quality Score reduces CPC and improves ad position on search page results
- **Impression Share** - The percentage of available searches where your ad actually appeared
  - Low impression share means lost opportunity, critical for brand and political campaigns!

# All Google Platforms

## Google Paid Search Overview

### 3 Core Drivers of Search Campaign Performance & Success

- **Keyword Quality** - Better keywords result in higher relevance and lower cost per result
  - High-intent keywords convert best
  - Match types do matter (exact, phrase and broad)
  - Negative keywords prevent wasted ad spend
  - Poor keyword strategy = high CPC and low conversions
- **Ad Copy Relevancy** - Relevance results in higher CTR and lower cost per result
  - Must mirror the user's search query
  - Clear, direct Call to Action improves CTR
  - Message alignment improves overall "Quality Score"
    - Example - If someone searches "donate to veterans bill", your ad must reference veterans + donations clearly
- **Landing Page Alignment** - Mismatch between keywords, ads and landing page will kill performance
  - Landing page content matters - it must match/include the keywords and ads in the campaign
  - Clear primary action (buy, donate, sign-up, volunteer)
  - Fast load speed and mobile-first design
  - Recommend having keywords ready for writers to use for landing page projects!

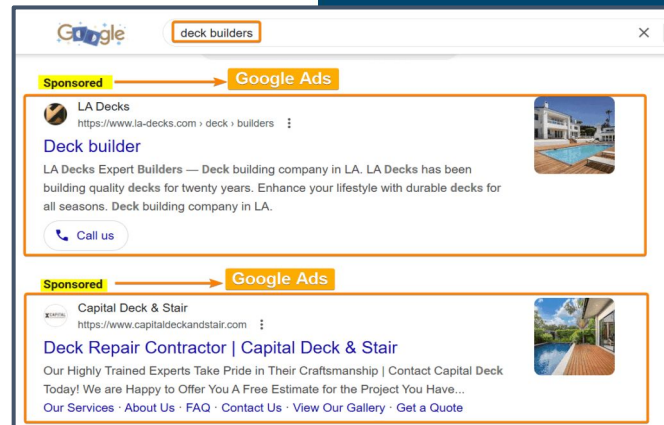


# All Google Platforms

## Google Paid Search Best Practices - Brand

### Best Practices

- **Structure for Control -**
  - Segment keywords by brand, products or services categories
  - Keep tightly themed ad groups (groups of keywords/search terms)
- **Own Your Brand Terms -**
  - Bid on your own brand so competitors don't show up instead
  - Include images, sitelinks & callouts whenever possible
- **Focus on Conversions -**
  - Track every meaningful action (calls, form fills, purchases, etc) - whenever possible
  - Optimize landing pages for page load speed and mobile viewing
- **Expand Intelligently -**
  - Layer in-market audiences when appropriate
  - Add negative keywords during keyword optimization reviews
  - Test multiple ad headlines consistently
- **Align Message to Funnel Stage -**
  - High-intent keywords should land on direct "sales" page
  - Research terms should land on educational page with strong CTA



# All Google Platforms

## Google Paid Search Best Practices - Advocacy

### Best Practices

- **Separate Campaign Goals -**
  - Education campaigns (informational searches)
  - Mobilization campaigns (sign petition, donate)
  - Defence campaigns (counter opposition narrative)
- **Time Messaging to News Cycles -**
  - Adjust copy when legislation moves
  - Increase bids during public debate windows
- **Keep Landing Pages Simple -**
  - Clear explanation at top of page with one primary action
  - Emotional but factual tone
- **Geo Target Strategically -**
  - Focus on impacted regions or legislative districts
  - Increase bids where policy outcomes matter most
- **Optimize for Engagement & Donation Separately -**
  - Don't mix informational and donation messaging
  - Use clear CTA's

# All Google Platforms

## Google Paid Search Best Practices - Political

### Best Practices

- **Complete Verification Early -**
  - Ensure political certification is approved and include all required disclaimers
  - Plan for longer ad review timelines
- **Protect Candidate Name Aggressively -**
  - Maintain high impression share
  - Bid more heavily during early voting
- **Separate Campaign Objectives -**
  - Persuasion (issue positioning)
  - Voter turnout (Where do I vote)
  - Opponent contrast
- **Monitor Daily During Active Cycles -**
  - Check search terms daily and adjust bids quickly
  - Update messaging around debates or news
- **Increase Urgency as Election Nears -**
  - Raise bids during early voting and final 2 weeks
  - Tighten geo targeting
  - Shift messaging towards turnout



## Onboarding Verification

### What We Need:

- Organization Name & Address
- Organization EIN
- Organization FEC ID
- State Elections Regulator ID
- Registration Page URL
- Form

### The Process:

- Step 1:
  - Verification Form Submitted to Digital
- Step 2:
  - We submit in platform
- Step 3:
  - Digital will inform PM on POP of success. ~72 hours

**Note:** Whitelist accounts for 30s non-skip, brand lift, and reserve accounts



## Onboarding Verification

### **Information Required for Verification:**

Any document, notice, or letter either issued by the IRS or stamped by the IRS that states the organization's name and EIN.

Some examples are CP575, 147C, CP299, 988, 937, 1050, 5822 etc.

Forms submitted to the IRS, such as 8871 or 990, if available on the IRS website.

Certificates of Business Incorporation issued by the state where you conduct business activities that state the organization's name and EIN.

The most recent SEC filing containing the organization's name and EIN.

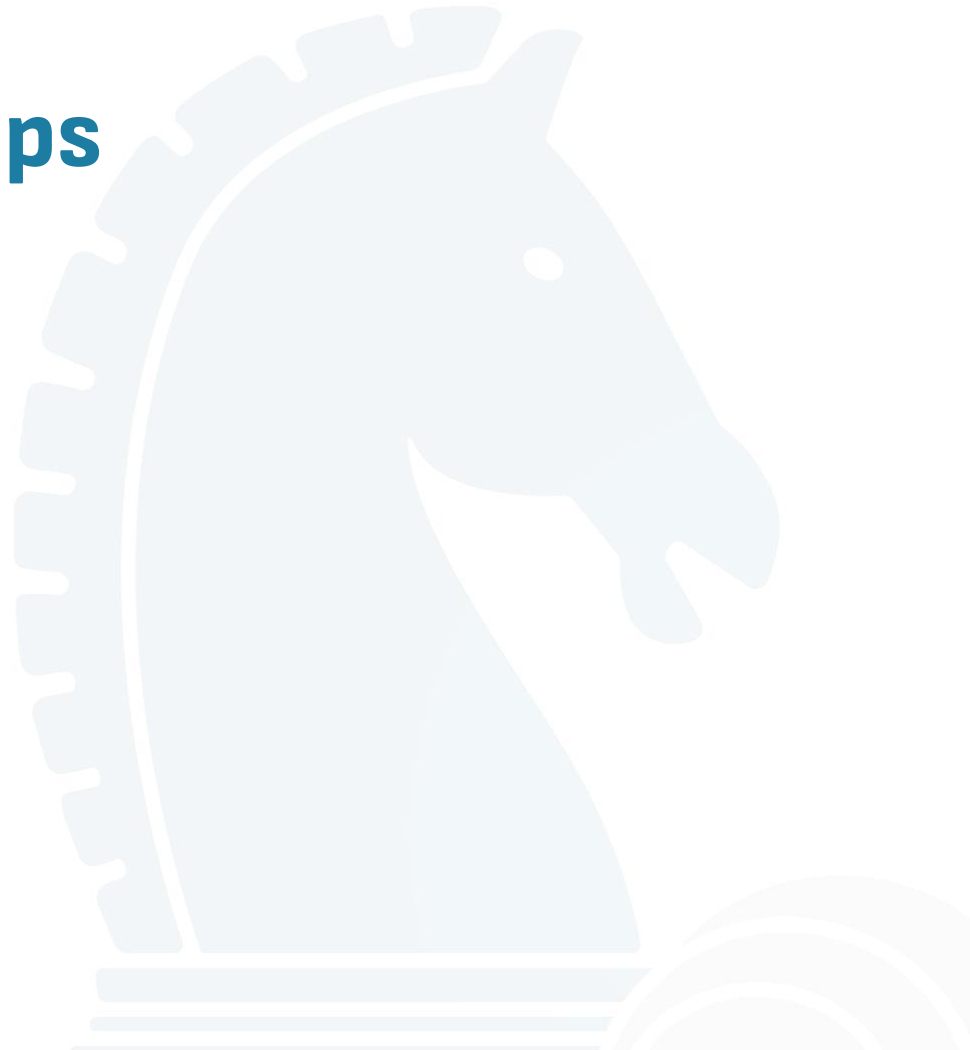
Business bank statements dated within the last 3 months that state the organization's name and EIN.

Business credit reports that state the organization's name and EIN from Experian, Equifax, TransUnion, or Dun & Bradstreet.

# Wrap-Up & Next Steps

**Coming Soon:** Match Rates

Let us know what you thought of today's session!





# THANK YOU



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