



Lunch & Learn

Programmatic Deep Dive
February 2026



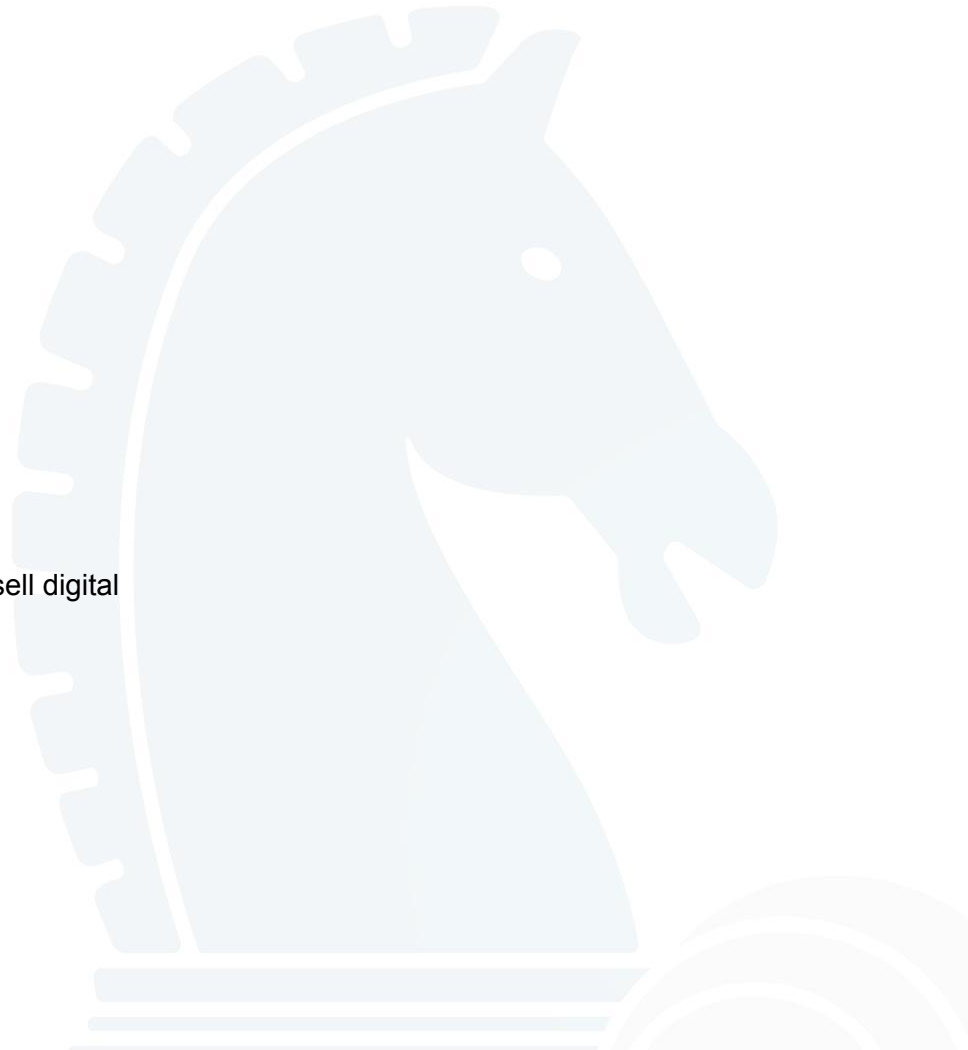
**MAJORITY
STRATEGIES**

POLITICS & PUBLIC AFFAIRS

Agenda

Welcome & Session Objectives

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



What Is Programmatic?

General Information

Programmatic advertising is the automated, real-time buying and selling of digital ad space using data and algorithms, replacing manual negotiations with machine-driven auctions on Trade Desk & Stackadapt.

The platforms we use for these products enables Majority to target specific audiences across the web, mobile, and video, maximizing efficiency and ROI.

This is ideal for following your target audience online, no matter where they may be spending their time. It also is great for increasing frequency/ad exposure, since these products fall into the top half of the consumer journey funnel; **Awareness & Consideration**.

Key Placements for Programmatic Ads:

- Websites, blogs and news sites
- In-app ads
- Video ads shown on streaming services

Why should you include programmatic ads in your digital strategy?

Build trust and recognition through consistent, multi-channel exposure. Stay top-of-mind and build familiarity, using the optimal frequency 3-5x a week per user, to lead to eventual conversion.

What Is Programmatic?

General Information

Key Terms, to Keep in Mind

Programmatic Marketplace (Advertisers & Publishers)

- **DSP:** *Demand Side Platform* - Where Advertisers shop the Ad exchange
- **SSP:** *Supply Side Platform* - Where Publishers (ie. Hulu) offer inventory to the Exchange
- **Exchange:** 3rd party where the transaction takes place

Programmatic Media Buying

- **RTB:** *Real-Time Bidding, or Open Auction*
- **PMP:** *Private Marketplace* - Closed DSP deal for publisher specific inventory
- **PG:** *Programmatic Guaranteed* - Closed DSP deal; Inventory *AND* Price Guaranteed
- **Direct Buy:** Direct to publisher deal; Bypassing DSP for highest control.

Programmatic Ad Products

- **OTT:** *Over-The-Top* - The *method* for Ad placement on Streaming
 - **CTV:** *Connected TV* - The *device* capable of streaming
- **Display:** Web publisher inventory for GIF's and Graphics
- **Pre-roll (OLV):** *Online Video:* Web publisher Video Ad Inventory

What Is Programmatic?

Media Buying

Many publishers offer their inventory on the open DSP auction, but some key premium publishers, such as Hulu offer more direct deals, for greater control of their content. These deals are:

- **PMP: *Private Marketplace***
 - An “invite only” auction hosted through the DSP (how we purchase most premium)
 - A *Closed Auction*, where Inventory is offered, but price is still set by bids.
- **PG: *Programmatic Guaranteed***
 - A DSP closed Auction DSP deal, where inventory and price are promised to an Advertiser for a *specific* Ad Campaign.
- **Direct Buy: *Direct to publisher***
 - An inventory deal that takes place outside the DSP, directly with publishers
 - Inventory, Price, AND Placement typically guaranteed
 - Ex. - 30 sec non-skip, Super-Bowl, Peacock NFL
 - Ex. - 728x90, Ad Banner, on Politico’s election page.

What Is Programmatic?

Media Buying

A Note on Premium Publishers

Some Premium Publishers choose not to allow political ads whatsoever.

- OTT Publishers who *DO NOT* allow political ads
 - Netflix
 - Amazon Prime Video
 - Disney+ (Not including Hulu & ESPN+)
 - Apple TV
- OTT Publisher who *DO* allow political ads
 - Hulu/ESPN
 - Peacock/NBC
 - Paramount
 - HBO
 - Roku OTT

All Programmatic Platforms

Products

Mobile/Desktop Display

- Keep your clients visible across the web with high-reach, cost-efficient impression delivery while reinforcing messaging at scale and retargeting high-intent users.
 - 90% of online adults see ads weekly.

Pre-roll Campaigns

- Deliver high-impact storytelling before premium content, combining sight, sound, and motion to drive stronger recall and ad engagement.
 - Capture attention early and influence action downstream.

OTT/CTV

- Enable your clients to reach cord-cutter and cord-never households on streaming platforms with a “one-on-one” conversation while they are actively engaged in watching their favorite programming.
 - **Fun Fact** - in 2025 approximately 55 million (46%) of US internet households are cord-cutters. Additionally, 14 million (12%) of US internet households are cord-nevers. The only way to consistently reach them is with OTT.

All Programmatic Platforms

Products: Display

Programmatic Display Ads are static or GIF digital creatives that utilize RTB to place your ad on the web-page your targeted users are browsing.

Best Practices

Messaging

- Display Ads are optimized to maximize awareness/reach, with a concise message, on peripheral placements. So it is best used either at the top or bottom (*w/ retargeting*) of the funnel, and is not ideal for persuasion.
 - Best used in a **Cross-Channel Campaign**: ex. - Issue Id on *Display* > Issue Solution on *OTT* > CTA on *Facebook* or *Retargeted Display*

KPI's

- Reach, Impressions, and CPM
 - The goal is to overcome limited click-thru, using Display's low cost to achieve higher frequency vs. other channels.

All Programmatic Platforms

Products: Display

Placements

- Display offers passive exposure, in a wide range of placements, very cheaply.
 - This makes Display a great *complimentary* tactic, capturing eyeballs when users navigate off of Social, Search, or Streaming.

Ad & Creative guidance

- GIF's advised for more info per placement.
- Inventory is offered as a wide variety of placement sizes by pixel. Make sure to create each size offered so our real-time bidding places as efficiently as possible.

Retargeting

- A Retargeting flight is an essential pairing here, so tracking tag & landing page are key.
- With a large enough initial universe, low-CTR traffic becomes a *high-Intent signal*;
 - **Primed for retargeting** using simple asks to **vote or buy**.

All Programmatic Platforms

Products

Pre Roll Video

Digital video ads that play before content on premium websites, news platforms, and streaming publishers, delivering targeted messaging while users are actively watching video content

Why It Works

Reaches 90%+ of U.S. internet users

- Targets voter universes, custom lists & issue audiences
- 15s & 30s, 60s high-completion formats (**30s are standard**)
- Sight, sound & motion impact
- Lower CPM than OTT
- Measurable with controlled frequency & optimization

For Political

Pre-roll ensures high-impact video exposure at scale, driving both persuasion and message recall.

- Building name ID or defining a candidate
- Persuading targeted voters
- Driving fast, high-recall messaging

All Programmatic Platforms

Products

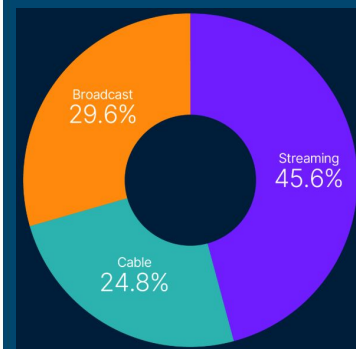
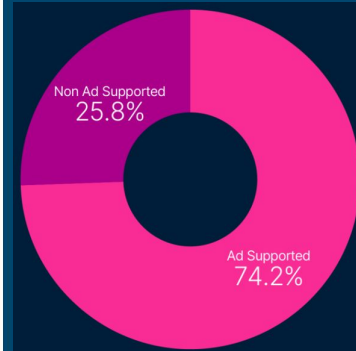
OTT/CTV

OTT (Over the Top) is streaming video delivered over the internet via CTV (Connected TV) devices directly to your target audiences screens, without traditional TV, cable & satellite.

Why OTT is Valuable for your Clients

Over **80 million US households** will be non-pay-TV (cord cutters/neverers) by the end of 2026

- Massive Reach: Streaming is now a top driver of TV consumption, with ad-supported viewing capturing a dominant **72% of total TV usage**. Audiences still watch ads on streamed content.
- Changing Habits: Streaming has overtaken broadcast & cable combined at times, showing where eyeballs are spending their time.
- Engaged Audiences: Viewers on OTT are intentional and often more attentive than browsing linear TV. Have “one on one” conversations with your ideal audience profile while they are actively watching their favorite programs.
- High Measurability: Programmatic OTT allows granular delivery and performance tracking, just like our other digital products



All Programmatic Platforms

Products

OTT/CTV

Strategy by Vertical

Political Campaigns

OTT empowers campaigns with precision persuasion, delivering targeted messaging to persuadable voters on the largest and most impactful screen in the home.

- Goals - Persuasion & Voter Mobilization
- Creative Strategy
 - 15's for reminder & mobilization messaging
 - 30's for persuasion
 - Clear candidate ID in the first 5 seconds
- Flight Strategy
 - Minimum 4-week flights
 - Pulse campaigns leading up to:
 - i. Early voting
 - ii. Absentee ballot windows
 - iii. Election Day
 - Increase frequency closer to voter window, 8-12x per potential voter
 - Use frequency goals to help calculate the right budget for your audience



All Programmatic Platforms

Products

OTT/CTV

Strategy by Vertical

Political Campaigns

- Budget
 - When OTT is included in a digital strategy, consider the following for budgets
 - i. Persuasion Phase - allocate 35-60% of total budget
 - ii. GOTV Phase - allocate 35% of total budget
 - Don't underfund OTT
 - i. If OTT is less than 20% of total budget, you risk achieving sufficient reach, meaningful frequency and impactful recall
 - Fund for frequency first
 - i. Budget for an absolute minimum of 5x frequency
 - ii. Include enough impressions to reach 60-70% of target audience

All Programmatic Platforms

Products

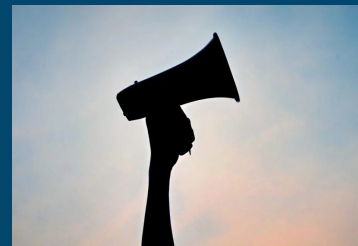
OTT/CTV

Strategy by Vertical

Advocacy Campaigns

Appear in trusted, premium environments while reaching engaged voters and issue-aware audiences.

- Goals - Awareness, Persuasion & Issue Education
- Creative Strategy
 - 30's preferred because message clarity matters
 - Clear problem to solution narrative with strong CTA (learn more, sign petition, visit site)
- Flight Strategy
 - Audiences - Issue aligned interest targeting & contextual placements such a news, documentary, public affair concerns, etc)
 - Aim for 6 -10x per unique user reach.
 - Avoid fatigue by rotating creative versions
- Budget
 - Allocate 25-40% of total budget to OTT to establish credibility & connect with audiences via emotional narratives
 - With less than 20% of total budget, you risk sufficient reach, meaningful frequency & impactful recall



All Programmatic Platforms

Products

OTT/CTV

Strategy by Vertical

Brand Campaigns

Use OTT to harness the emotional power of TV, with the targeting of precision digital execution.

- Goals - Awareness, Consideration & Recall
- Creative Strategy
 - 15's or 30's - default to a 30's if only one video is available
 - Hook in the first 3-5 seconds, and include emotional connection to product/service
 - Strong brand & clear CTA - tell the audience what you want them to do
- Flight Strategy
 - Schedule for the full time frame, instead of flights per month to maintain momentum
 - Plan for a minimum of 8 week campaigns, to see impactful measurement
 - Target the user, not the channel. People watch multiple streaming platforms daily
 - Aim for minimum of 8x frequency per unique user
- Budget
 - Allocate 30-50% of total budget to OTT to build mass reach quickly
 - Less than 20% of total budget, you risk sufficient reach, meaningful frequency & impactful recall

All Programmatic Platforms

Products

OTT/CTV

Best Practices

- Request that ***each unique audience*** you target is set up separately in the campaign to track the performance, reach and ad engagement so that you can optimize audience targeting and ad messaging for each.
- Video Length (all are non-skippable)
 - If you only have one video, default to 30's since there is more placement opportunities across OTT channels
 - i. 15-30 seconds - strong for messaging awareness.
 - ii. 30-60 seconds - good for depth on message and details.
- Match the Message to the campaign type
 - Brand Awareness - Short, emotional storytelling works best
 - Political & Advocacy - Message clarity combined with trust signals are key

All Programmatic Platforms

Products

OTT/CTV

Best Practices

- Optimization opportunities for campaign success:
 - Frequency & reach
 - i. Aim for an average of 5-10x across the campaign cycle for recall
 - ii. Track unique reach first, then review overall audience frequency averages
 - Context & creative matching
 - i. Always align the creative theme to match the audience interests/content being watched. Serving ads to broadly, will decrease the efficacy of your OTT and result in wasted ad spend
 - Review audience segments, remove smaller audiences if the budget is limiting frequency averages.
 - Use day-parting, to increase frequency, when needed
 - i. Example - don't run ads in the middle of the night, unless they are for pillows, mattresses, sleep apnea services, etc..

All Programmatic Platforms

Products

OTT/CTV

Recent Campaign Channel Examples

- Publisher/Channel placement will be heavily determined by individual campaign audience targeting as well as any premium or direct buy inclusions
- For specific campaign reporting on publisher/channel delivery - send a request to Digital Support

Political Example
Publisher/Channel
Always On
A&E Network
Charter/Spectrum
Comcast
Direct TV
Discovery Network
E.W. Scripps
Fox
Fubo
Gravitas Ventures
iHeart Media
Lionsgate
Paramount
Philo
Samsung TV
Sling
Telaria
TubiTV
Vizio
Xumo

Brand Example
Publisher/Channel
Always On
Direct TV
E.W. Scripps
Fubo
Gravitas Ventures
InMobi
Paramount
Peacock
Philo
Plex
Telaria
This Old House
TubiTV
Viacom
Vizio
Xumo
YieldMo

All Programmatic Platforms

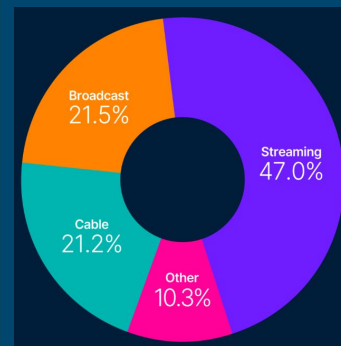
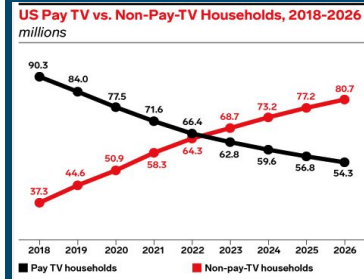
Products

OTT/CTV

Sales Conversation Starters:

- Streaming is where people are now, and ad-supported streaming accounts for nearly three quarters of all TV viewing time.
- Streaming has surpassed broadcast & cable combined, in overall TV share - meaning audiences are migrating.
- OTT gives precision targeting and performance measurability similar to other digital advertising, but on the TV screen.
- Cord-cutters (47% of US households) have cancelled traditional “pay” TV.
- Cord-nevers (12% of US households) have never watched linear TV, so your message must be delivered where they watch their favorite programs to reach them.

OTT advertising lets brand, advocacy, and political clients reach viewers where they are spending the most time - streaming. With strong targeting options, programmatic optimizations, and measurable impact, OTT delivers the reach of TV with the laser pointer precision of digital.



The Trade Desk

Targeting

- Geography, DMA, ZIP + Household-Level Targeting
- Demographics + Political & 3rd-Party Data
- Cross-Device Identity
- Advanced CTV Targeting + Frequency Controls
- Custom Bid Factors & AI Optimization
- First-Party Data + CRM Matching
- Cross-Channel Measurement & Offline Matchback
- Addressable Geofencing

Best Practices:

- Start broad, then refine with data-driven bid adjustments
- Manage cross-device and CTV frequency carefully
- Layer political or third-party data strategically to avoid overlap



The Trade Desk

Onboarding Verification

What We Need:

- Organization Name
- Organization Address
 - Street Address, City, State, Zip
- Organization URL
- Candidate or Entity Name
 - Match creatives
- Logo URL
 - Optional - more inventory
- Organization EIN
- Organization FEC ID
- State Elections Regulator ID
- Registration Page URL
- Paying Entity Name
- Address of Paying Entity
- Name of Executive
- Title of Executive

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



StackAdapt

Targeting

- Geography: State, City, DMA, ZIP, Radius & Address-Level Geofencing
 - Minimum 0.1 Mi Radius around any address or GeoFence.
 - Addressable Geo-fence available
- Demographics: Age, Gender, Household Insights
- Contextual Targeting: Page-Level Keywords, Topics & Sentiment
- Interests & Behaviors: Behavioral Signals + Intent Data
- Custom Lists: Client / Causeway CRM & Voter File Uploads
- First-Party Retargeting: Pixel-Based Website & Creative Engagement
- Lookalike Modeling: Expand High-Value Audiences
- Include / Exclude Logic: Layered Audience Refinement
- Addressable Geofencing

Best Practices:

- Lean into contextual for prospecting and issue-based campaigns
- Avoid over-layering — 2–3 strong signals perform best

StackAdapt

Onboarding Verification

What We Need:

- Organization Name*
- Organization Address
 - Street Address, City, State, Zip
- Organization URL* - Disclaimer on live site
- Candidate or Entity Name - if different
 - Match creatives
- Logo URL
 - Optional
- Organization EIN*
- Organization FEC ID*
- State Elections Regulator ID*
- Registration Page URL
- Paying Entity Name
- Address of Paying Entity
- Name of Executive
- Title of Executive

The Process:

- Step 1:
 - Verification Form Submitted to Digital
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StackAdapt vs The Trade Desk

Comparison

Unique to StackAdapt

- ABM Targeting for Influencer Campaigns
 - Targeting Email Domains (i.e. House.gov)
 - B2B options like LinkedIn, such as industry, seniority, Job titles, etc.
 - Easier to target by address - Lat/Long is preferred
 - Linear + incremental measurement, self-serve audience options
 - Brand-lift studies
 - Political District Geo targeting options
 - Geo-farming is not limited to 90-day look-back window (TTD is 90 Days)

Best Practice

- Use StackAdapt instead of The Trade Desk for advocacy campaigns, influencer campaigns, state legislative races, geofencing specific addresses, and in races where ZIP codes significantly overlap district lines.

Direct Buys

Products

Product Offerings

Display - Banner or native ads served across websites and apps to drive awareness or consideration.

Preroll/OLV - Short video ads that play before online video content on desktop or mobile.

OTT/CTV - Non-skippable video ads delivered through streaming platforms on internet-connected TVs, reaching households in a premium, full-screen environment.

Why Direct Buys?

- Direct Buys offer the highest control of inventory, CPM, and impressions.
- Certain tracking options that aren't readily available in adops.
- Highest, most premium inventory on the market. Exclusive buying opportunities.

Why not Direct Buys?

- Direct Buys don't integrate natively to reporting.
- Cost. Non-Auction environment.

Direct Buys

Targeting

- **Geography:** State, City, DMA, ZIP
- **Demographics:** Age, Gender,
- **Interests & Behaviors:** User-declared interests + behavioral signals
- **Custom Lists:** Client / Causeway files
- **Ad Engagement Audiences:**
- **First Person Retargeting:** Creative or Website Tracking
- **Lookalike Audiences:** Lookalike modeled off whichever data set you'd like
- **Include / Exclude Logic:** Layer and refine audience combinations

Best Practices:

- Work with DMS regarding your client needs, and measures of success. DMS will help with targeting and platforms best suited for your plan.

Direct Buys

Onboarding Verification

What We Need:

- Organization Name
- Organization Address
 - Street Address, City, State, Zip
- Organization URL
- Candidate or Entity Name
 - Match creatives
- Logo URL
 - Optional
- Organization EIN
- Organization FEC ID
- State Elections Regulator ID
- Registration Page URL
- Paying Entity Name
- Address of Paying Entity
- Name of Executive
- Title of Executive

The Process:

- Step 1:
 - DMS will handle onboarding with the vendor. PM will need to send directly to DMS.
 - Creative Approval.
 - DMS will sync with finance team for CPMs.

Onboarding is not in POP

All Platforms

Onboarding Pixels

Campaign Launching with Remarketing or Conversion actions?

- During onboarding, submit a tracking request
- We need to know what kind of tracking you'd like on the site - Remarketing or Conversion or Both
- What the conversion event is - Button click vs /thank-you page

Process

- Digital will return to you two snippets of code from Google Tag Manager. GTM allows us to manipulate websites without updating site code further, after installation
- Once placed on every page of the site, let digital know of placement and we will confirm functionality is complete

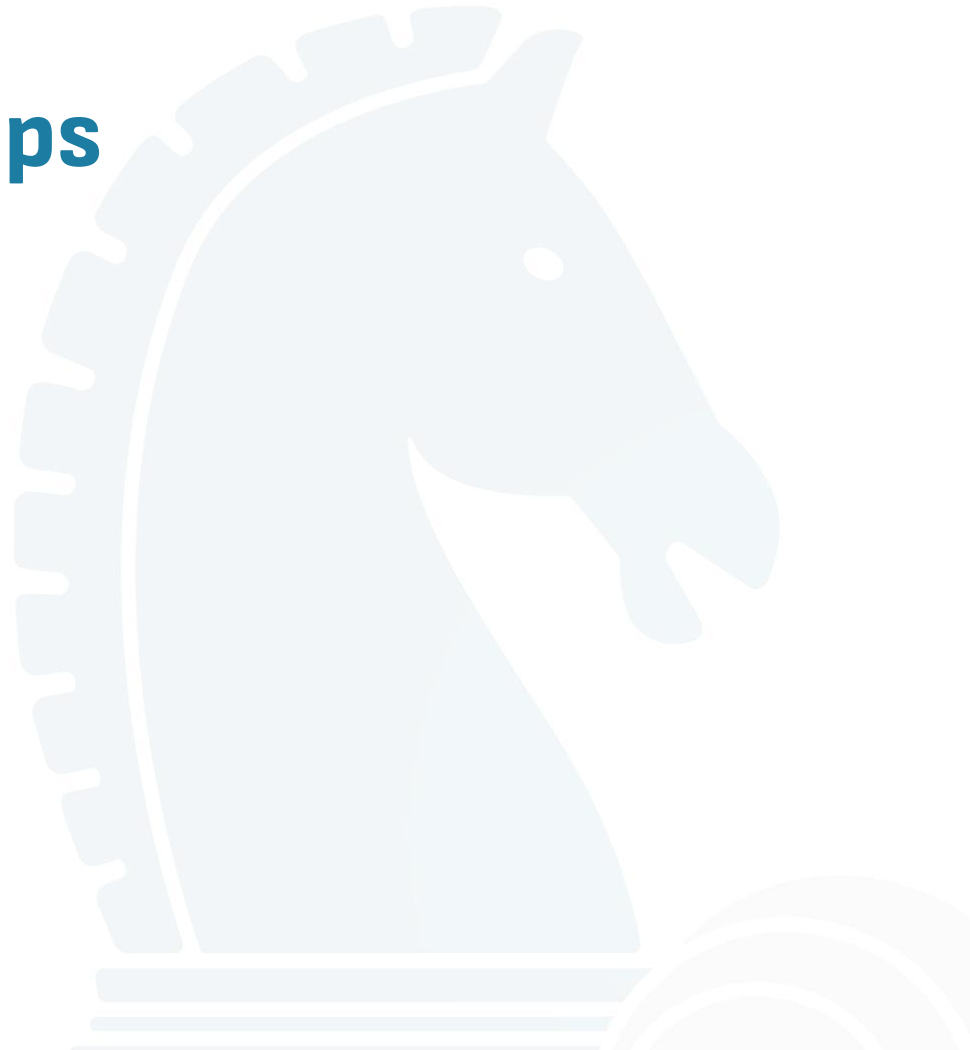
Brand/Advocacy Clients

- When possible request access to a client's GTM, instead of having adops create a new one. Allows for easy adjustments as needed throughout the client partnership
- Always attempt to have access to the client's GA account, versus creating a new one.
 - Doing so provides invaluable "pre-partnership" information that shows the power of Majority's digital data and product strategy during live campaign periods

Wrap-Up & Next Steps

Coming Soon: Google Ads Platform Deep Dive

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





THANK YOU



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