



THE ULTIMATE GUIDE TO
REACHING VOTERS

A Study on Political Multiscreen TV Advertising Effectiveness



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Introduction

With the presidential election in November quickly approaching, political candidates are doubling down on their campaign outreach, and advertising is playing a critical role. 2024 is shaping up to be the most expensive election cycle of all time. An estimated \$10.7 billion in political ad spending is predicted across presidential, congressional, gubernatorial, and down-ballot races. The bulk of this sum will be spread across broadcast, CTV, and cable television.¹

Although political advertising budgets are growing, fragmented viewership is making it challenging for candidates to reach the right audiences and potential voter households. There have been many advancements in audience targeting, and combining that with multiscreen TV remains one of the most effective ways to ensure success.

The recommendations in this guide will explore the critical role of multiscreen TV advertising in successful campaigns and how to strategically deploy these traditional TV and streaming tactics, while implementing data insights and tools to maximize reach among voter households.

“

Audiences are watching premium content across more platforms and services, both on traditional TV and streaming. To be successful this November, political advertisers must seek out partners and tools that allow them to precisely target and reach voting households with relevant messaging wherever they watch TV.”

- **Pooja Midha**, GM and EVP, Effectv

About the Data

This report includes findings from an analysis of ad exposure data from more than 8,000 political campaigns garnering more than 470 million impressions across both TV and streaming. Campaigns were segmented into terciles by reach percentage among general election voter households (HHs) in the advertisers' target geographies, a frequently targeted segment for political advertisers as they double down on swaying people likely to vote ahead of the election. This yielded three groups for comparison:

- Top-reaching campaigns
- Middle-reaching campaigns
- Bottom-reaching campaigns

Accounting for different investment levels in this analysis, correlations between different strategies and overall voter reach are revealed.

This data analysis applies to the study on pages 8-12






Multiscreen TV Drives Brand Recall

If voters can't remember the name of your candidate or issue, how are they going to make the decision you want at the polls? To drive campaign success, political advertisers must think of their candidates or issues as a brand. On Election Day, that brand, and voters' ability to recall the memories and feelings they associate with it, will ultimately drive the decisions they make.

Comcast Advertising's TV Makes Memories report found that TV ads delivered in a long-form, lean-back environment trigger stronger emotional connections among audiences than those delivered in a short-form, small-screen digital mobile environment.²

The report also notes that TV's ability to drive attention, connection, and engagement are three key factors that make it so memorable. The multiscreen TV experience solicits more attention than mobile digital experiences, ultimately boosting recall, and it also excels in forming emotional connections, which are often key drivers of voters' stances on candidates and issues.² Name recognition is critical in motivating voters.

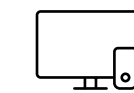
Two ads on a TV (traditional & streaming) screen were more effective than two digital ads:

- **Elicits Visual Attention**
87% viewed | 1.4x more than digital
- **Leads to Recall**
44% recalled (unaided) | 2.2x more than digital
- **Spurs Recognition**
87% recognized the brand | 1.6x more than digital





In order to combine the benefits of multiscreen TV advertising with the power of high-quality inventory, consider these factors:



Viewability and completion rates:

Research shows that 51% of digital media professionals are concerned about low visibility levels in their advertising,³ but full-screen ads on TV are nearly always viewable. Nearly 80% of streaming inventory runs on a TV screen,⁴ and in the second half of 2022, 94% of streaming ad impressions were viewed in full.⁵



Format:

Viewers consider long-form video content to be more enjoyable, high-quality, engaging, entertaining, and relevant than feed-based digital and short-form video formats.²



Brand safety:

Many digital media professionals have concerns around misinformation and adjacencies to questionable or unsuitable content.³ High-quality inventory protects advertisers from having their ads placed next to unsavory content.






Ad fraud:

Malicious bot traffic rose 102% year over year.⁶ Media partners with fraud detection tools can help identify ad fraud, prevent fraudulent traffic on the front end, and remove invalid traffic from results.

Make Moves with Multiscreen TV

By combining their naturally broad reach with data-driven targeting capabilities, TV and streaming are the perfect running mates to deliver full-funnel solutions. Political advertisers can harness multiscreen TV advertising to reach potential voters at every stage of the decision-making process:

-  **Upper Funnel:** Initial Outreach
Reach broad constituents to raise awareness.
-  **Middle Funnel:** Direct messages to specific audience segments in order to sway opinions.
-  **Lower Funnel:** Voter Conversion
Deliver your message to the supporters most likely to show up and vote.

The rest of this report identifies additional tactics and strategies political advertisers can use to optimize the success of their multiscreen TV campaigns.





Traditional TV Leads the Way

With many video advertising options available, how should political advertisers craft their approach?

Despite narratives about “cord cutting” and pivots to streaming services, traditional TV remains an essential component of a political advertising strategy. In a study conducted by Effectv, traditional TV drove the majority of voter reach across multiscreen TV campaigns. Among the top reach campaigns, 81% of the voter reach was unique to traditional TV.⁷

Share of Voter Reach Among Top Reach Campaigns




✓ Political advertisers should allocate the majority of their investments into traditional TV to establish a strong foundation upon which additional tactics can expand.

Streaming Supports Success

To efficiently get the most bang for their bucks, political advertisers should think of streaming as a tactic they can deploy to gain incremental reach beyond a foundational traditional TV campaign strategy.⁸

Consider these insights from the study:

- One in three target HHs reached by streaming were incremental to those reached by traditional TV.⁷
- Multiscreen TV campaigns yielded 20% more frequency than TV alone.⁷
- Streaming impressions were 5X more likely to be delivered to light and no-TV HHs.⁷

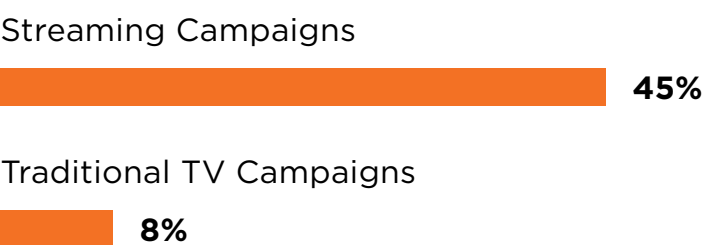


Based on a previous analysis from the primary elections in 2022, political advertisers should allocate between 10% and 20% of their overall video investment in streaming to achieve maximum reach.⁹

Frequency Among Voters by Campaign Type



Share of Impressions Delivered to Light/No-TV HHs⁷

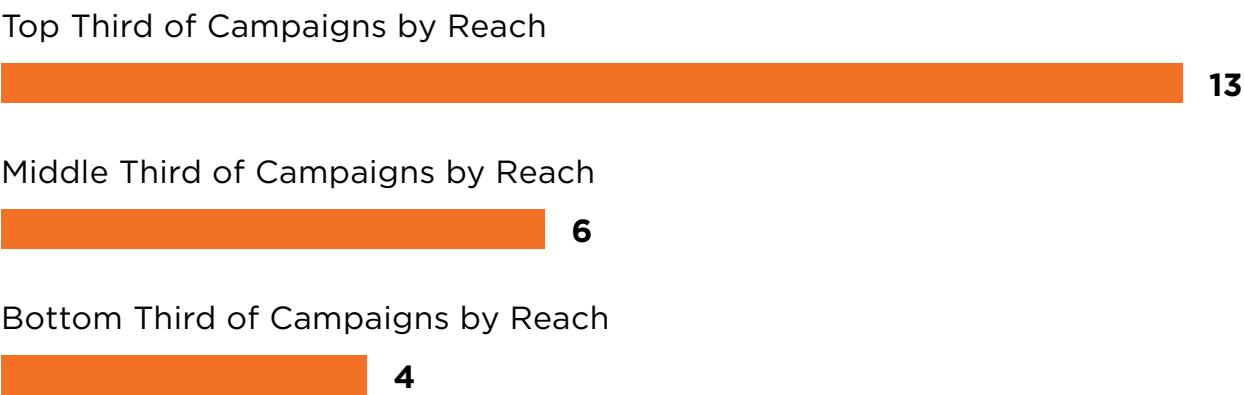


Optimizing Multiscreen Advertising

Investing in a multiscreen TV advertising campaign with 10-20% allocated to streaming is just the first step to success. To take results to the next level, political advertisers should tune in to these tips.

1. Use more networks. Don't limit your advertising to networks you would typically associate with politics. In the study, top-reaching campaigns aired across 3X more networks than the bottom-reaching campaigns.⁷ Previous findings found that for every five networks added to a campaign, reach increases by about 6%.¹⁰ As a best practice, advertisers should include 20+ networks for optimal reach.

Average Number of Linear Networks per Campaign⁷

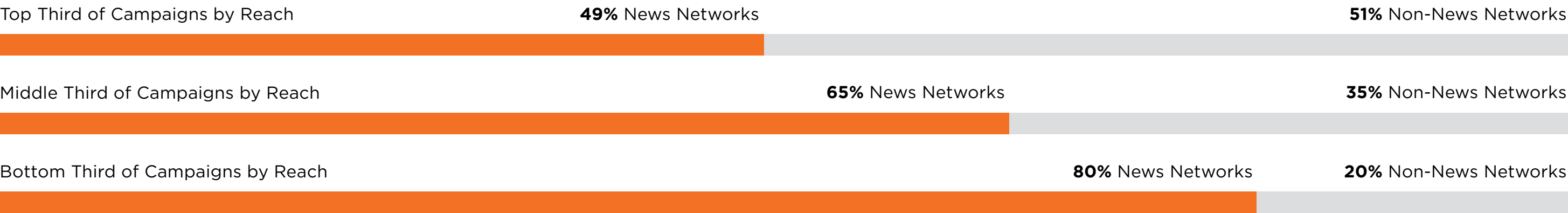


2. Reach beyond news. Many political advertisers gravitate toward news networks because those viewers are likely to represent voter households (HHs). Though news networks do indeed drive unique voter reach, they work best as part of a strategy that includes more diverse programming. By limiting political advertising to news networks, voter reach caps out to the point of diminishing returns.

Reach Share by Network Genre Among Top-Reach Campaigns⁷



Share of Impressions by Network Genre⁷





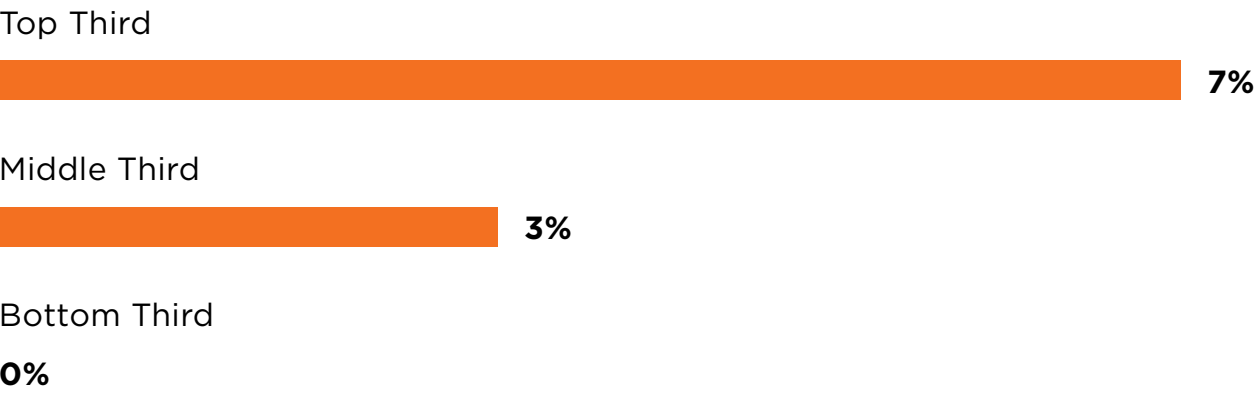
3. Broaden your timing. Limiting your advertising to primetime windows will decrease your reach. In the study, top-reaching campaigns delivered 66% of impressions to voters outside of primetime, indicating that audiences tune into their favorite programming throughout the day.⁷

Share of Impressions by Daypart



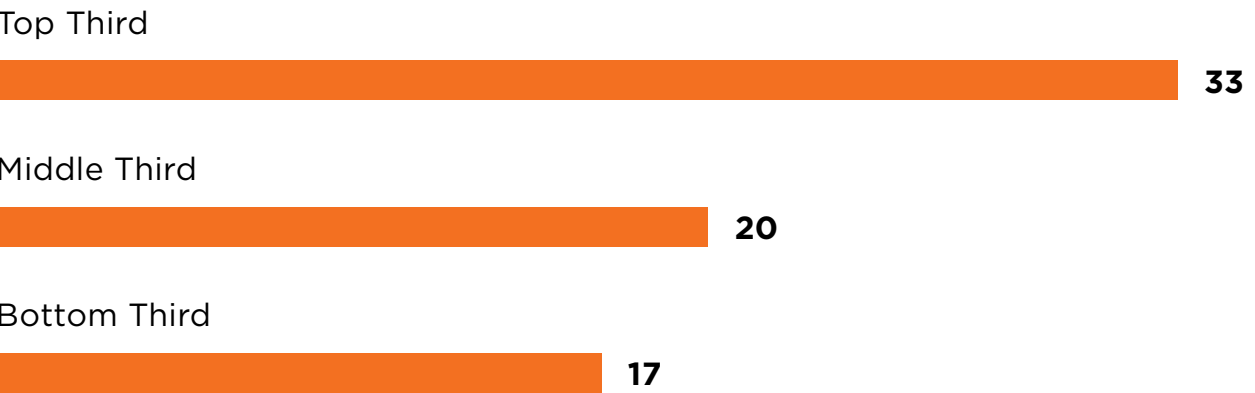
4. Leverage high-quality programming. Major sports content consistently delivers high viewership, so it’s no surprise that in this study, 7% of voter impressions among top-reaching campaigns aired during sports programming.⁷ On the other hand, bottom-reaching campaigns aired during little to no sports programming. For optimal reach, political advertisers should shoot for 10–20% of impressions to come from sports content.¹¹

Share of Impressions from Sports



5. Schedule longer flights. In the 60 days before the election, the top-reaching campaigns were on air for an average of 94% longer than the bottom-reaching campaigns.⁷ For political advertisers, this means that messaging early and consistently in the campaign cycle increases voter reach.

Days on Air



FAST Continues to Grow Among Viewers

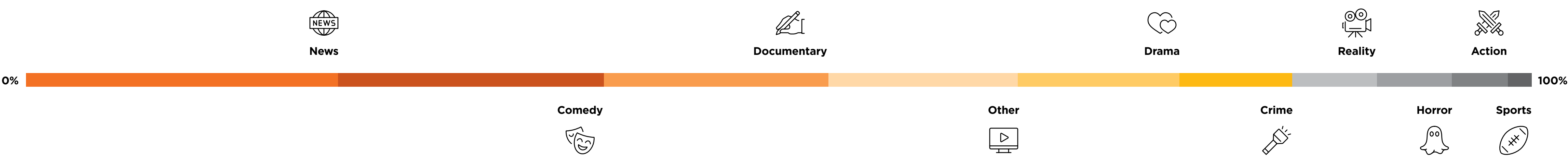
Free ad-supported streaming television (FAST) has seen impressive growth over the last few years. Last year, 93% of consumers reported they had heard of at least one major free streaming service that offers FAST, with nearly half of consumers regularly watching at least one FAST service.^{12,13}

Viewers continue to embrace FAST because it is a free alternative to paid streaming but still provides the same engaging TV experience. As one FAST user stated, “It’s almost like a cable service but with all free entertainment.”¹⁴ It also offers an extremely valuable audience for political advertisers, as research has found that FAST viewers tend to be younger and more diverse than the general population when compared to traditional TV viewers. 32% of voters say FAST is typically where they watch content, and

58% percent of regular FAST viewers are aged 18-44.^{15,16} And while news remains one of the leading genres and channels for FAST viewing, movies and crime TV are making up bigger shares when it comes to time spent, meaning political advertisers can tap into it to scale their buys and reach specific audiences.

With FAST becoming more popular and viewers increasing their time spent with the medium, it helps to drive incremental reach to deliver impressions to hard-to-reach households. FAST impressions are 10X more likely to be delivered within hard-to-reach households than traditional TV impressions.¹⁴ Incorporating it as one part of a holistic multiscreen TV strategy, complemented by traditional TV placements, will enable political advertisers to maximize reach to potential voter households alongside engaging content.

Share of Voter Impressions on FAST by Genre





Voter Outreach Approach

Because there is no one-size-fits-all voter, advertising strategies that do not take advantage of opportunities to develop niche audience targeting tactics likely will find less success. With both traditional TV and streaming, campaigns can distribute their political ads to different audience segments.

Although placing an initial geographic focus on battleground states and districts is important, it's critical to identify and target potential voter households based on additional demographics, including gender, cultural background, race, and ethnicity. This is especially true for advertisers who want to reach young and first-time voters, as youth of color represented 3.8 million of the 8.3 million newly eligible voters in the 2022 midterms.¹⁷

Still, local issues will almost always resonate the most with constituents, so it's important to localize content and messaging in addition to segmenting and targeting audiences. A voter's level of political involvement strongly correlates to the amount of campaign outreach they receive leading up to an election, so using audience insights to reach these voters is a can't-miss opportunity.¹⁸

“

We've seen and supported more targeted creative aimed at the different demographics campaigns are aiming to reach, which is great. We can no longer use generic ads when the minority vote is so important. It's important to recognize that individual minority communities are not monoliths.”

- **Carrie Xu**, Founding Partner, Media Fortitude Partners

Black voters:

Comcast subscriber HHs with Black residents spend 25% more time with TV than the average HH, and among political campaigns leading up to the 2022 election, 55% of Black HHs reached by streaming were incremental to those reached by TV.¹⁹ Research also shows that these HHs spend 68% of their viewing outside of primetime and are significantly more likely than average to include sports fans.¹⁹

Daily Time Spent with TV

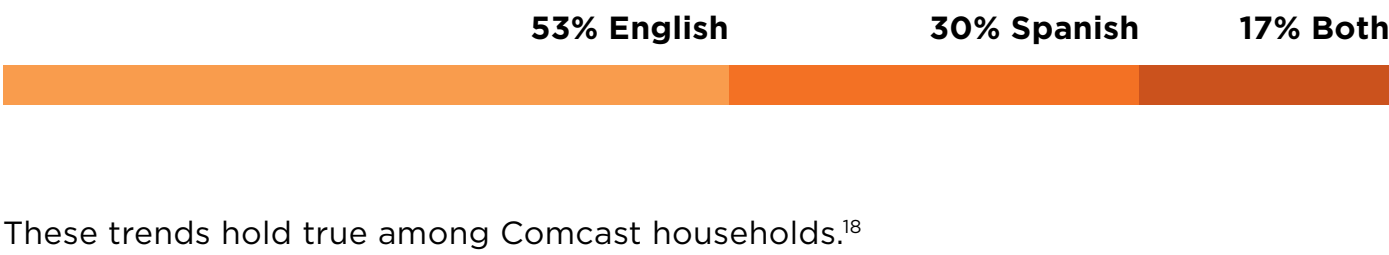


[Download Black Voters Report →](#)

Latino voters:

Most Latino audiences are bilingual, with just 24% speaking only English or only Spanish.²⁰ With 53% of the population preferring to watch TV in English,²⁰ political advertisers should prioritize English-language messaging while still ensuring the availability of Spanish-language material to reach the broadest audience possible.

Latino Audiences’ TV Language Preference

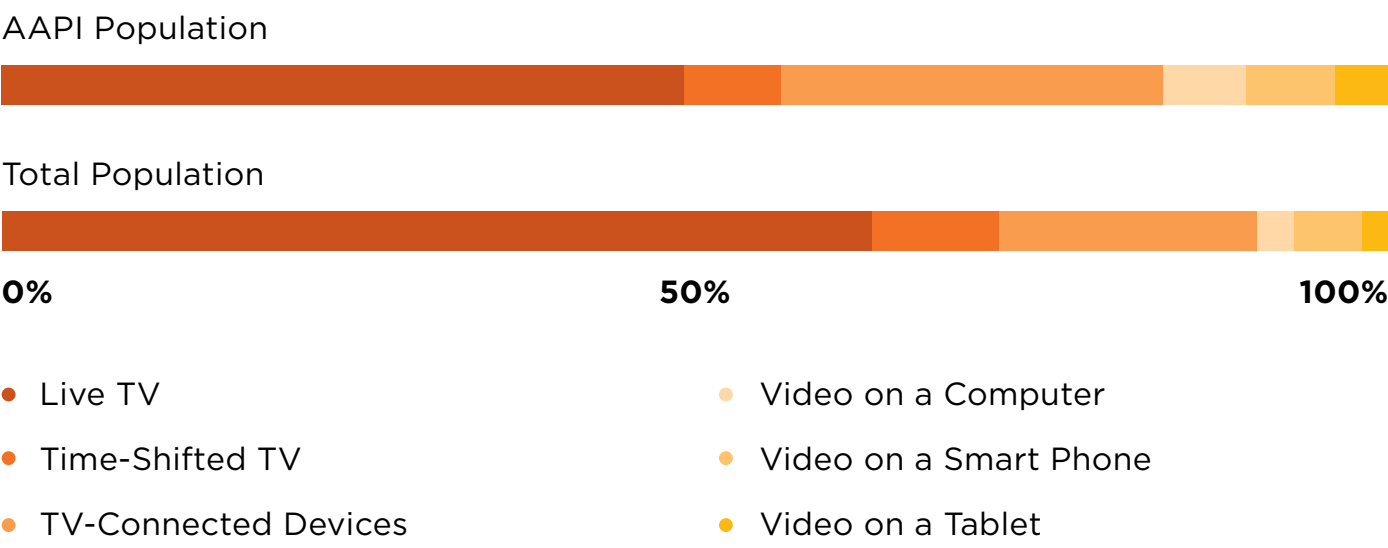


[Download Latino Voters Report →](#)

Asian American and Pacific Islander (AAPI) voters:

Compared to the general U.S. population, AAPI individuals spend a significantly higher portion of time with streaming content, in part because of representation and languages spoken.²¹ Both sports and news content is popular with these audiences, offering opportunities for political advertisers to leverage high-quality programming.²¹

AAPI Audiences’ Viewing Time by Device

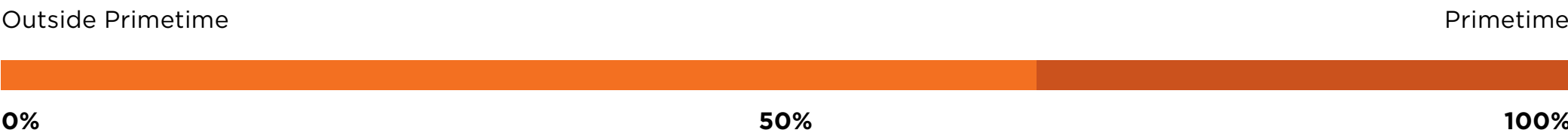


[Download AAPI Voters Report →](#)

Women voters:

Women are the country’s largest and most active voting group, accounting for around 89 million registered voters.²² When it comes to TV programming, they are more likely than average to watch women- and family-focused networks like OWN and TLC, while college-educated women lean toward entertainment-forward networks like USA, TBS, and TNT.²³ Households with women voters spend 66% of their viewing time outside primetime and watch nearly twice as much cable as broadcast TV.²⁴ It has also been found that 60% of women voters say information about the causes a candidate supports in a political ad could convince them to vote.²⁵ Political advertisers should keep this in mind when developing messaging to speak to women voters.

Viewing by Time of Day

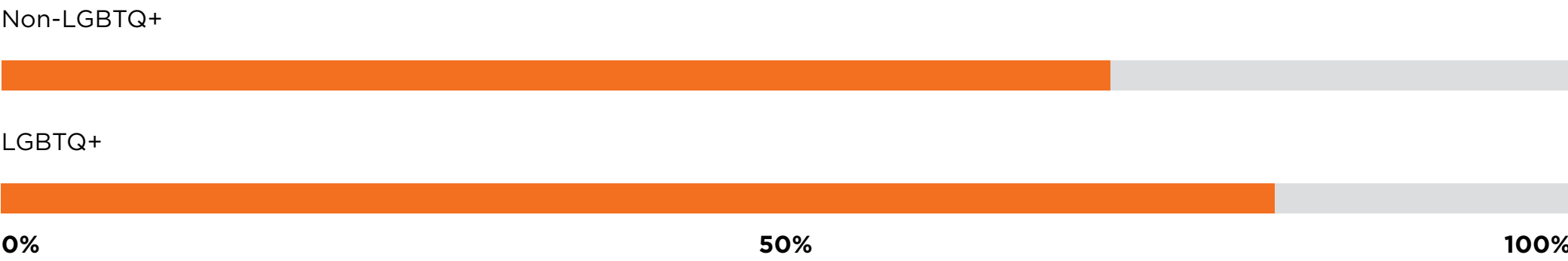


[Download Women Voters Report →](#)

LGBTQ+ voters:

Streaming programming is essential to reaching LGBTQ+ voters. Younger people tend to watch more streaming, and nearly half of LGBTQ+ voters are under the age of 35.²⁶ Streaming also features more LGBTQ+ representation than traditional TV,²⁷ and LGBTQ+ voters are 30% more likely to watch a TV show if the creator identifies as LGBTQ+. Moreover, 85% of LGBTQ+ individuals say they have used a streaming service in the last 30 days, +15% more than non-LGBTQ+ voters.²⁸

% who have watched streaming in the last 30 days



[Download LGBTQ+ Voters Report →](#)

Multiscreen TV Advertising in Action

To see the real-world impact of optimized multiscreen TV advertising, political advertisers can look to two closely watched campaigns from the 2022 General Election.

Case study: John Fetterman, U.S. Senator for Pennsylvania

A consistent and highly targeted multiscreen TV advertising strategy helped propel John Fetterman to victory in the Pennsylvania Senate General Election. His campaign’s approach included:

58%

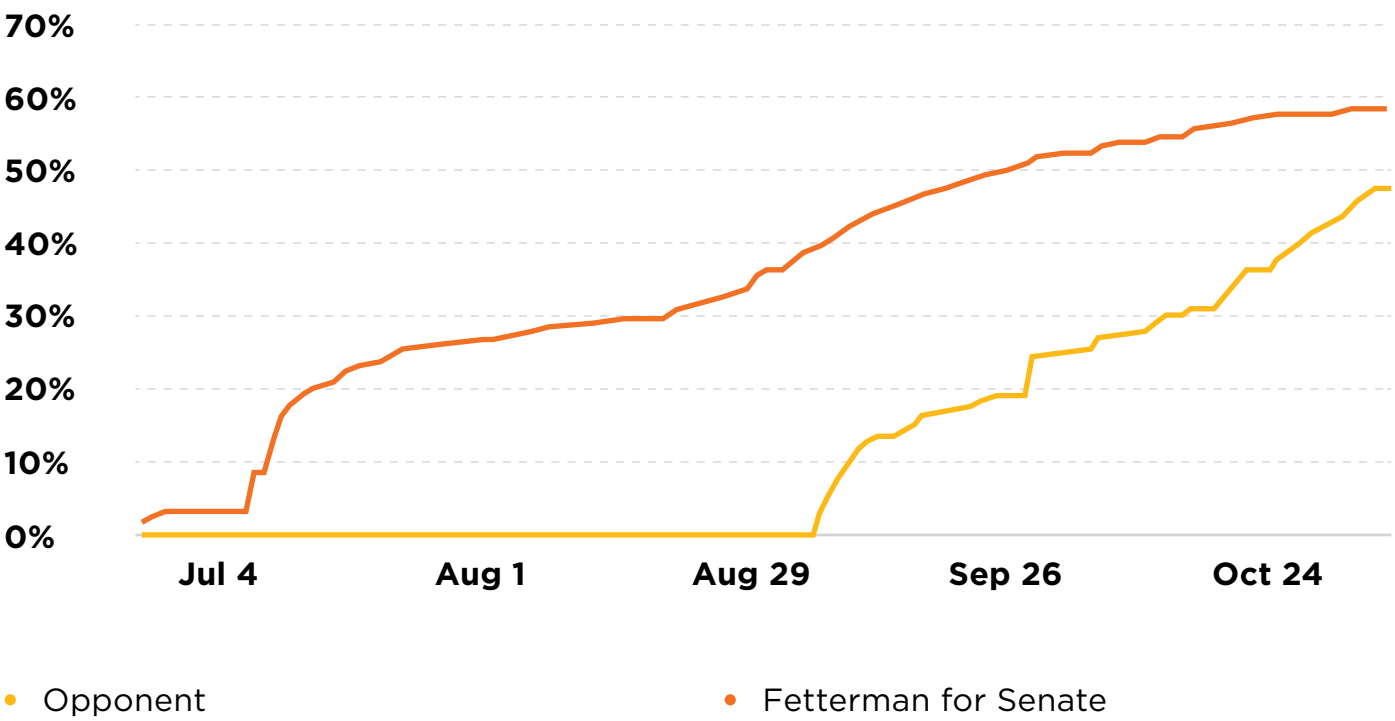
More Cable Investment Than the Opponent^{29,30}

37%

Deeper Network Schedule³¹

Targeted Zone Overlay Messages vs. DMA Message

Consistently On vs Time Off³¹



Multiscreen Reach Share

78%

Traditional-Only
13% Streaming
9% Both

22%

Incremental Streaming Reach³¹
(Multiscreen vs. Traditional)

“To communicate with voters in a \$375 million Senate race, we needed to communicate our message differently—different places, tactics and arguments. We delivered specific ads to specific audience segments created by working with pollsters and analytics teams to find very specific target audiences in addition to our broader message. We prepared an Effectv data match and executed demographic and matched campaigns for targeted audiences. Additionally, we were able to get customized rankers for the entire campaign to add insights to our linear buy. We used the whole marketing funnel and every tactic we could, and that was the key in combating over \$100 million in attack ads.”

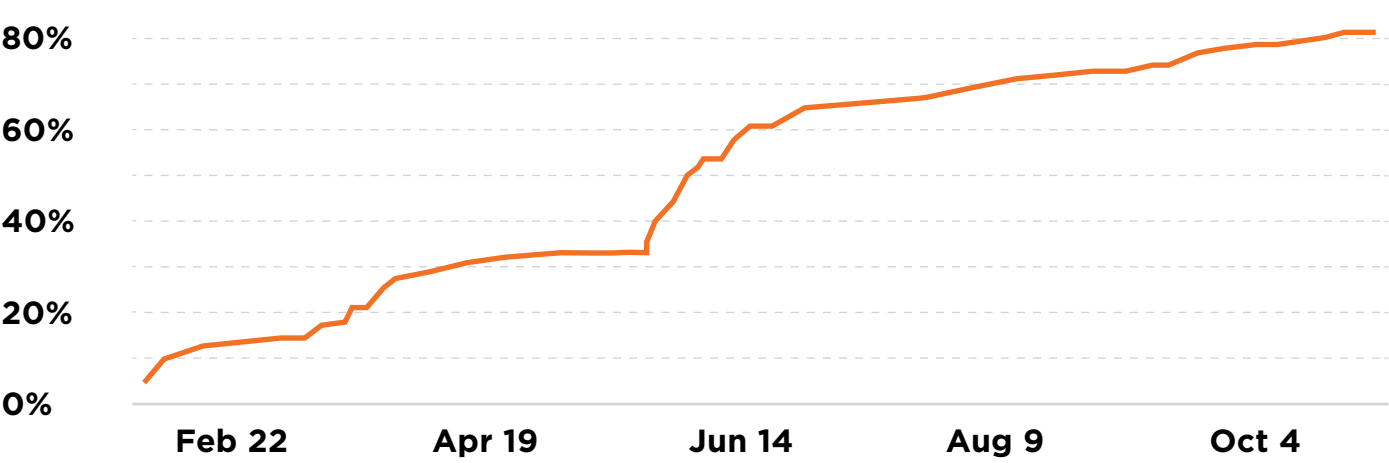
- **Tommy McDonald**
Representative, Fetterman for PA

Multiscreen TV Advertising in Action

Case study: Glenn Youngkin, Governor for Virginia

Investing in similar strategies and optimizations in multiscreen TV advertising also helped put underdog **Glenn Youngkin** over the top in the Virginia Gubernatorial General Election.

Reach Over Time³²



+2 Extra Months
on Air²⁹



Targeted Zone Overlays
vs. DMA Message



21 Avg. Network on Deep
Network Schedule³²



Award-Winning Creative³³
Focused on Issues

Utilizing these approaches garnered **82% total reach** and **34.5 frequency** against the “Adults 35+ Frequent General Election Voter” segment across all campaigns in all markets.³²

The victories of both Youngkin and Fetterman demonstrate the essential role of multiscreen TV advertising in successful political campaigns.

“

If you’re running ads in the primary or general election window, it’s important to keep in mind you’ll need to appeal to - and target - two different sectors of the electorate whose audiences have different attributes. Consider who is voting and whether the election is open primary for instance, or registered party only.

Multiscreen TV has the ability to reach all audiences. It plays a pivotal role in your campaign strategy if you’re going to build effective, persuadable advertising campaigns especially because of the rapidly changing media consumption and behaviors of the voting public.”

- **Kyle Roberts**
CEO, [AdImpact](#)



Advanced TV Tactics

Addressable TV Advertising

Addressable TV advertising is becoming an increasingly important tactic among advertisers to reach precise audiences. As signal loss and data quality impact advertisers' ability to accurately target and reach consumers, addressable advertising has emerged as a powerful tool to combat this challenge. Part of this is due to the fact that it is verified against MVPD subscriber data, it is more precise in audience matching. Research found that addressable advertising has an initial audience match rate of 95% compared to only 60% that relied on IP addresses.³⁴

As a result, it provides more accurate audience targeting and allows political advertisers to extend their reach. An analysis found that one in three target households would not have been reached without an addressable strategy.³⁵

Today, addressable is inclusive of traditional TV, set-top-box, VOD, and streaming – in a single investment – and helps political advertisers reach authenticated voter households and adjust creatives to align with specific audience segments.

Including addressable as part of a multiscreen strategy, inclusive of traditional TV placements, gives political advertisers the ability to confidently reach voters across national, regional, and local markets and drive results.

Case Study: Powering Results with Addressable: How One Political Advertiser Increased Reach Among Valuable Voter Groups

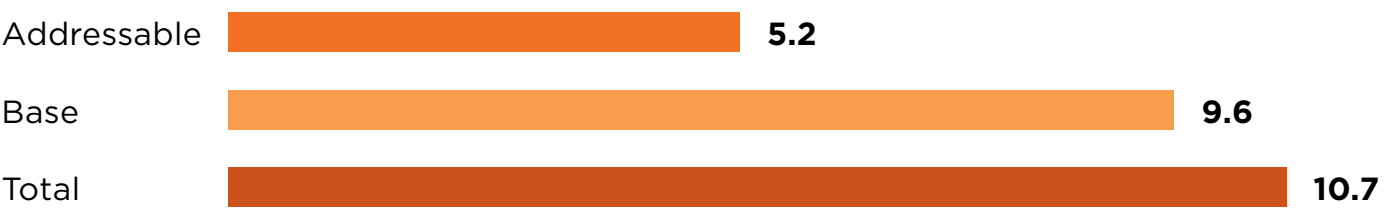
For political advertisers, it is essential to reach voters and potential voters with messages that resonate best to obtain a win on election day. One political advertiser increased reach and frequency among a valuable audience group and drove real results through the usage of addressable in their campaign strategy.

Unique Target Audience Reach³⁶



35% unique reach with addressable

Frequency Among Target Audience³⁶



+11% higher frequency with addressable

Opportunity and Solution

Political advertiser is wanting to increase reach among the voter group that matters most to them. The advertiser utilized addressable in addition to their base campaign to maximize audience reach and frequency.

Target Audience

Republicans

Results

Increase in unique reach to the target audience that matters most and an increase in frequency among this audience compared to base campaign only.





Programmatic Advertising

Research shows that this tactic, which uses automated technology to buy ad space, is finding its place in the premium video ecosystem, primarily for connected TV devices.

Programmatic buys account for 34% of the ad views across the U.S.²⁹ It’s possible that by 2026, programmatic advertising could comprise half of premium video selling.³⁸

As the use of data-driven targeting and multiscreen TV audience-based buying becomes the norm, both agencies and sellers are seeing the benefits of going programmatic, which include bringing more control, security, and smart decisioning to their premium video inventory.³⁹ Political advertisers should look to programmatic as an additional layer to successful multiscreen TV campaigns.

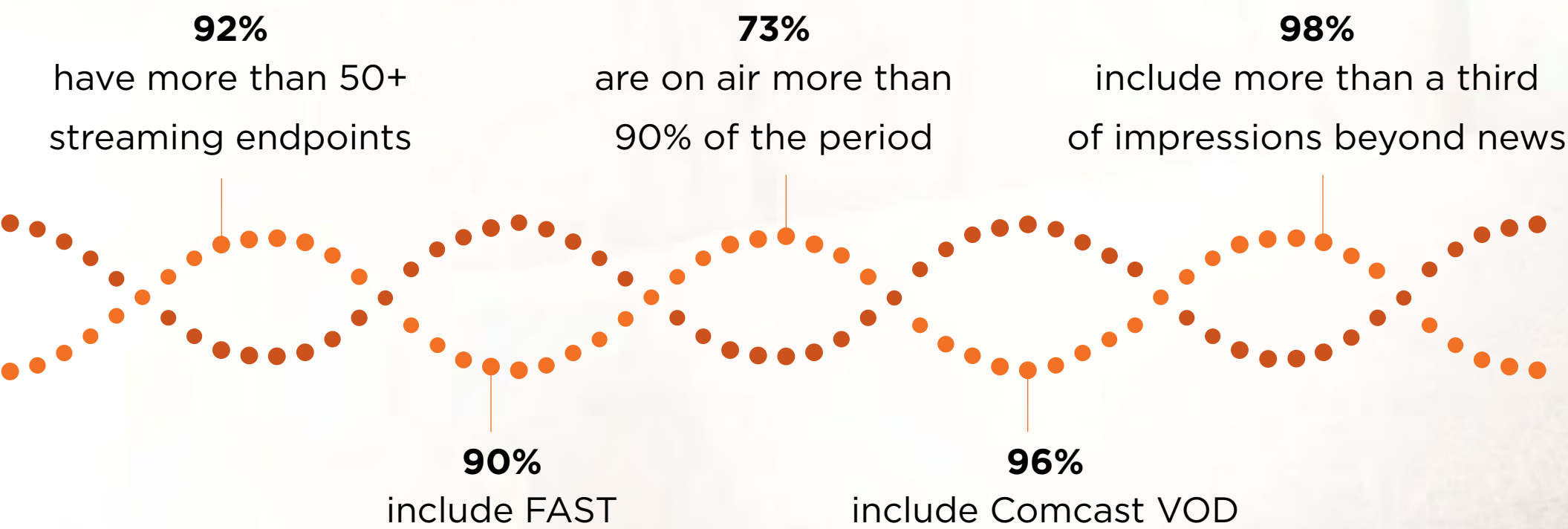
Programmatic Ad View Composition by Device³⁷



The DNA of a Political Advertising Campaign

Unraveling the DNA Behind the Highest Reaching Political Multiscreen Campaigns in an Election Year

An analysis of political multiscreen TV campaigns from the beginning of 2024 uncovers the common strategies that exist among those that are the highest reaching. To maximize reach, political advertisers in the multiscreen TV environment should optimize strategies to include consistency, FAST, reach beyond news, 50+ endpoints.⁴⁰



Conclusion

With so much at stake this year, political advertisers should be crafting strategic multiscreen TV advertising campaigns to ensure they are reaching their audiences and potential voter households to drive success at the polls.

Whether it is an election year, or not, political advertisers should keep these strategies in mind:

- ✓ TV is foundational for political campaigns. Allocate 10-20% of your video investment to streaming, with the rest going to traditional TV.
- ✓ To optimize multiscreen TV campaigns, include 20+ networks, extend beyond news content, advertise outside of primetime, and begin your flights early.
- ✓ Broaden your audience targeting beyond geography to include voter attributes, viewing trends, and issues important to constituents at a local level.
- ✓ Incorporate advanced advertising tactics, like addressable TV, as additional tools to further maximize reach and ensure you're reaching voters with relevant messaging.

Effectv is ready to help guide your campaign to victory.

Contact us today to start strategizing your outreach.

 effectv.com/political

 888.877.9799

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