ShareThis

Political Guide 2024

Leverage ShareThis Political Audience Data
to Engage Voters in Real Time

How to Navigate the Political Landscape

Engaged voters in the political segment care about issues that deeply affect their lives and loved ones. They seek candidates who reflect their values and are also capable of delivering impactful, long-term solutions nationally. To make informed decisions, these voters actively consume news and content that resonate with their political beliefs, while staying up-to-date on key candidates and pressing issues.

Ways to Connect with Engaged Voters

	Key Candidates	Their support and engagement with the presidential candidates (e.g., Donald Trump, Kamala Harris, J.D. Vance, Tim Walz).
	Political Affiliation	Their formal or informal connection to a political party or ideology (e.g., Republican, Democrat, Independent).
	Political Views	Their personal beliefs, values, and principles regarding government, society, and the role of political institutions.
	Key Issues	Their opinions about the primary topics or challenges facing society, such as healthcare, education, the economy, national security and climate change.
	News	Their engagement with media coverage of government activities, election campaigns, policy changes and socio-political developments.

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Achieve Precision with ShareThis Political Data

Harness the power of real-time, dynamic behavioral data to connect with key constituents and voters ahead of the November election. ShareThis Audiences enable you to deliver targeted political messaging during these peak engagement periods, ensuring your campaign resonates with voters during the times that matter most.

ShareThis Drives Unmatched Media Success

Real-Time Relevance

Capture the most current interests and concerns of voters with real-time user-level data.

Predictive Insights

Anticipate where voters are most likely to engage with political content.

Enhanced Targeting

Complement voter file data, geo-data, and demo data to expand and optimize your targeting strategy.

Privacy Compliant

Guaranteed privacy compliance ensures your campaigns adhere to all regulations, maintaining voter trust.

Unique Approaches to Behavioral Targeting

KEYWORDS

Reach voters based on their engagement with politically relevant keywords on digital content.

URLs

Target based on voter consumption of politically relevant domains and URLs.

SENTIMENT

Connect with voters who are interacting with positive, neutral, or negative political content.

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Key Political Segments

Key Candidates

Kamala Harris | Donald Trump

Tim Walz | JD Vance

Political Affiliation

Democrats | Independents | Republicans

Left Leaning Voters | Right Leaning Voters

Political Views

Conservative View | Liberal View | Libertarian View

Key Issues

Drug Legalization | Economic Issues | Environmental Issues

Immigration | International Aid | Labor Laws

National Security | Prison Reform | Women's Rights

News

Political News | Campaign & Election News | Opinion & Commentary

Conservative Media Outlets | Liberal Media Outlets

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How to Activate

With direct integrations on leading DSPs, and access to the broader ecosystem via the LiveRamp Data Marketplace, ShareThis Audiences are easily accessible and ready to activate for all of your political programmatic campaigns and media buys.

ShareThis Offerings

Standard Segments

Over 100 off-the-shelf political segments, ready for immediate activation. Find them in your DSP of choice under the ShareThis name.

Custom Segments

Go beyond standard segments. Work with us to create highly customized segments to meet your political targeting needs—deployed to your DSP of choice within 24 hours.
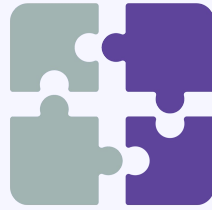
Available in Leading DSPs:

The Trade Desk | Basis | Cadent

Viant | Xandr | Yahoo

Access the broader ecosystem via the LiveRamp Data Marketplace.

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Behavioral → ← **Contextual**

Want to Expand your Political Campaign Reach?

ShareThis now offers **Contextual Targeting**—perfect for extending your campaign's reach by aligning ads with the content your audience is currently engaging with.

Maximize Reach & Precision

Maximize relevance by targeting voters based on current content consumption.

Enable Cookieless

Boost cookieless reach across all major browsers.

Activate with Ease

Ensure privacy compliance while enhancing campaign effectiveness.

Reach out to your sales representative to learn how contextual targeting could be a great addition to your behavioral campaign.

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