

Path to the Polls: Connecting Screen Engagement to Ballot Action

With 2026 spend projected to reach **\$10.8B**, precision is the key to differentiation.¹ Don't just add to the clutter, leverage targeted omnichannel media touchpoints to turn record spend into real voter intent.

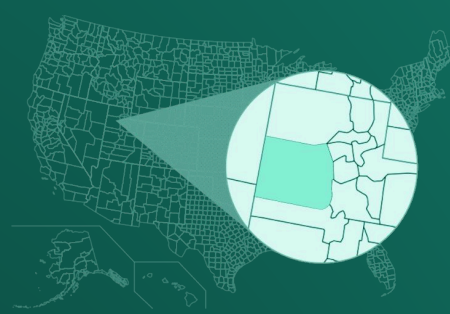
To win elections this cycle, advertisers must influence voters exactly where they live, work, and rally. GroundTruth transforms the political playbook with location-driven precision and omnichannel strategies, bridging the gap between digital awareness and the ballot box.

GroundTruth's location-based media solutions can help you:

- Reach key voter profiles at scale from local to national elections
- Target specific geographic pockets, such as congressional districts, with precision
- Turn reach and awareness into action while maximizing ad spend across all major channels

Political Targeting Solutions

GroundTruth's solutions go beyond outdated tactics and utilize real-world location and behavior data to influence potential voters on the platforms and topics that matter the most.



Congressional District Targeting

Reach voters who live within defined congressional districts to ensure relevant messaging to key audiences.



Voter Profile Audience Targeting

Serve your media to audiences based on core voter profile identifiers and prior voting participation.



Event Targeting

Turn event momentum into long-term turnout. By mapping real-world attendance, we deliver precision-targeted messaging exactly when and where it resonates most.



¹ AdImpact

Issue-Based Targeting

We identify high-propensity voters by analyzing their online search habits and real-world location, ensuring your budget is spent on the people most likely to show up at the ballot box.

By layering these data sets, we deliver hyper-relevant messaging across CTV, Pre-Roll Video, Display, and Direct Mail.

Reach the voters most invested in the issues defining this cycle:

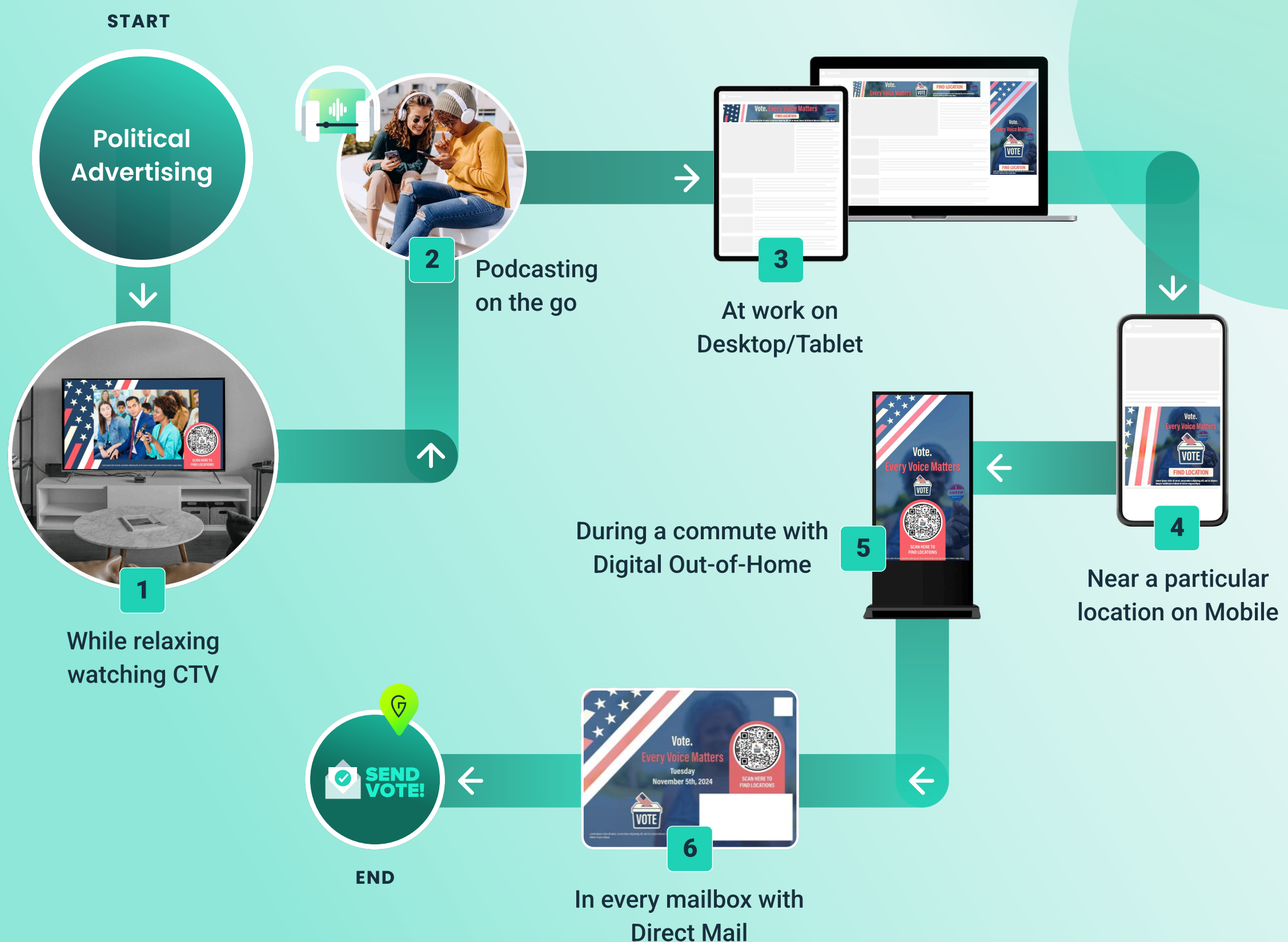
- **Public Safety** Engage voters focused on crime prevention, policing, and sentencing reform.
- **Taxation & Fiscal Relief** Target constituents seeking property/income tax cuts and new credits.
- **Housing Stability** Reach those prioritizing rent affordability, zoning reform, and housing vouchers.
- **Border Security** Connect with voters concerned with enforcement, asylum policy, and border tech.
- **Economic Opportunity** Message to advocates for domestic manufacturing, job growth, and pro-business policy.
- **Cost of Living** Influence households impacted by inflation, energy costs, and supply-chain fixes.

Looking for a niche issue? This is just the beginning. We can create custom segments for almost any platform or policy. Let's connect to build a tailored audience for your candidate or cause.



The Voter Journey

Connect with voters in a variety of ways throughout their daily journeys. Get your ads in front of them on the couch, at their desk and even on-the-go!



Omnichannel Approach

Deploy omnichannel campaigns that establish a consistent presence, reaching voters with precision at every critical decision point.



Mobile and Desktop

Deploy hyper-local Mobile ads that reach voters on the move, reinforcing your message with precision to drive peak awareness in high-priority districts.



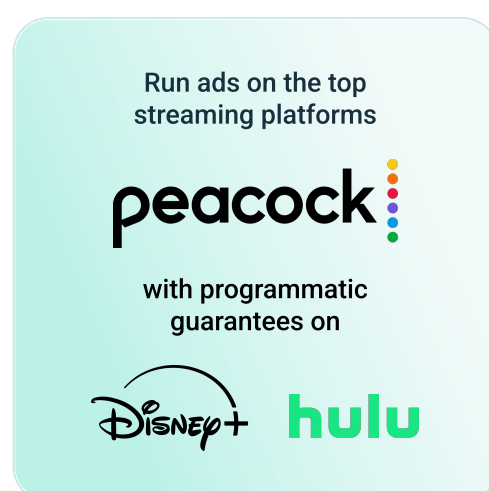
Audio (Streaming Radio & Podcast)

Seamlessly integrate your message into the podcasts and playlists your voters trust. Forge a personal connection wherever they listen, and measure success with impressions and listen-through rates.



CTV

Connect with voters at home through non-skippable, local messaging on premium streaming platforms to maximize reach, retention, and results.



Audience-Based Direct Mail

Target all households and/or businesses with the highest propensity to vote, ensuring your message lands on the kitchen table of every key decision-maker in your district.



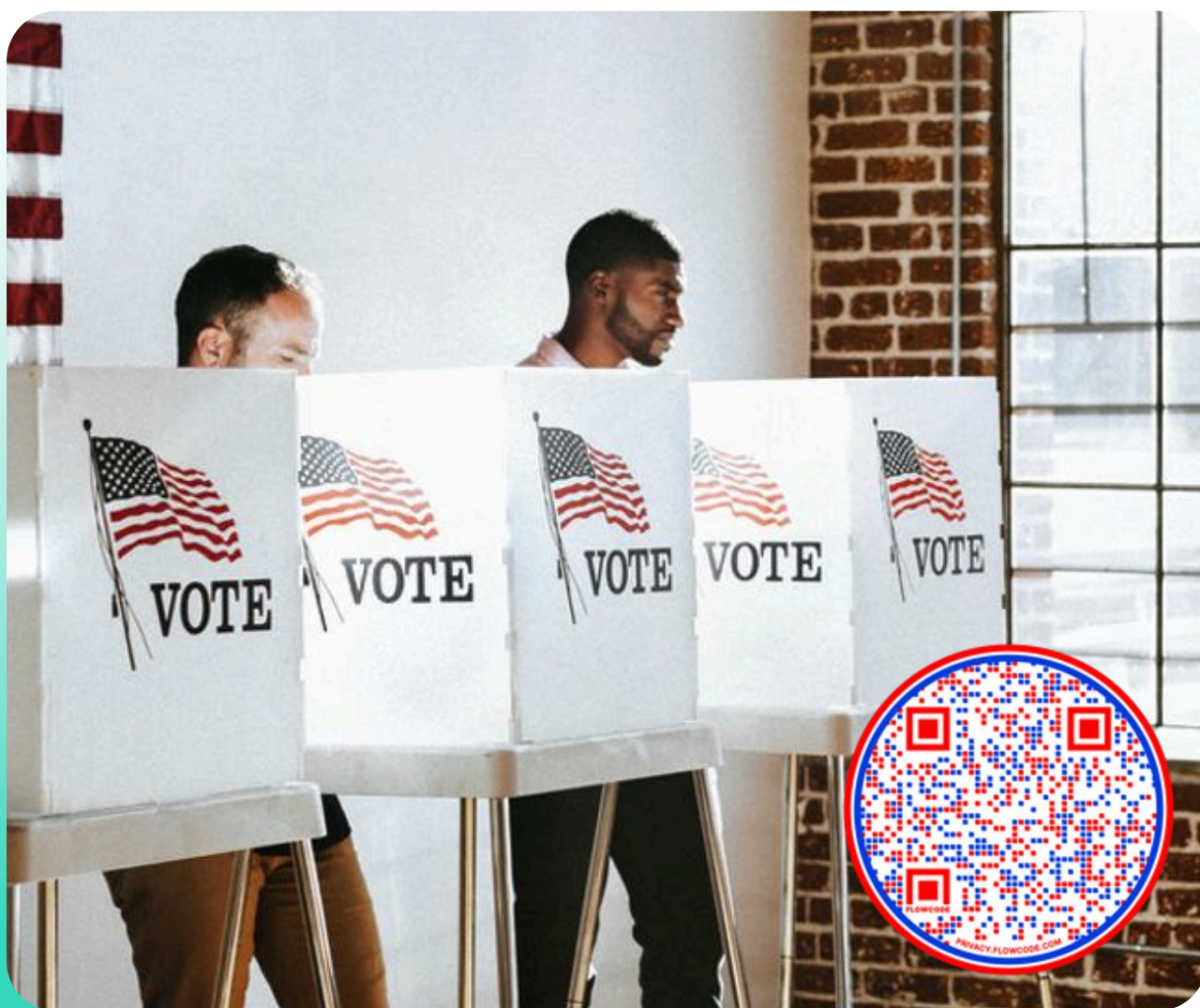
Digital Out-Of-Home (DOOH)

Advertise in high-visibility locations, such as transit hubs, town halls, and polling precincts nearby voting offices with digital screens that reinforce your message in the physical world.



Local News Television, Magazines, & Every Door Direct Mail

Reach local voters through guaranteed, non-preemptive ad spots as they watch their local news for political updates, with fixed, predictable pricing.



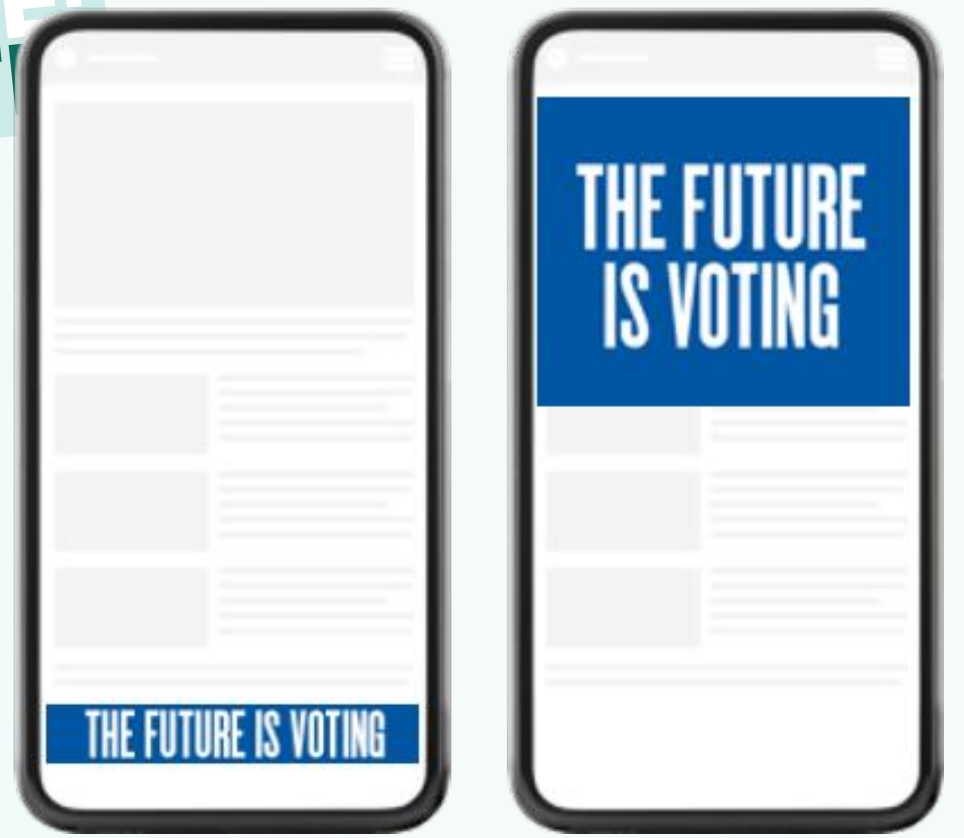
GroundTruth QR Codes

Go beyond impressions and drive measurable, meaningful engagement. Capture scans and build your own first-party data. GroundTruth QR codes can also be customized to fit your candidate or party's logo.

- Increase awareness
- Capture scans to build first-party audiences to retarget
- Measure engagement



VOTE!
VOTE!
VOTE!



Headcount and Agency Partner Drive Awareness of Voter Registration with GroundTruth Mobile Campaign

HeadCount, a national nonpartisan nonprofit organization that works with musicians to promote participation in democracy in the United States, wanted to drive awareness of voter registration among youths 18+ and encourage them to register ahead of midterm elections.

Targeting Tactics:

Proximity Targeting Reached young adults and potential new voters with clear and concise messaging to shed light on a previously intimidating process, getting potential first-time voters to take action.

State & DMA Targeting Focused on battleground states where every vote could make a difference, thus incentivizing and empowering voters to get registered.

Real Business Results



315k

Mobile users reached



6.1k

Clicks



20%

of clicks were driven in the target state of Texas



“American democracy cannot work unless all Americans, especially us young Americans, vote. And the best way to reach us is where we are – on our phones. **GroundTruth’s work targeting young Americans made sure HeadCount’s message reached and inspired first-time voters.**

2018 saw the highest youth voter turnout rate for a midterm in my lifetime. And the thousands of voters GroundTruth helped us reach were a big part of that story.”

Managing Director, Headcount