

VIA NT POLITICAL SOLUTIONS 2026 GUIDE



VIA NT.

THE BUYING PLATFORM THAT DRIVES POLITICAL OUTCOMES

Enabling campaigns, PACs, issue groups, and political agencies activate faster and measure what matters.

As early voting accelerates campaign timelines, political advertisers need to reach priority audiences quickly, verify delivery, manage spend efficiently, and adapt as races and issue conversations evolve. Viant is the turnkey, omnichannel DSP built to support campaigns, PACs, issue groups, and political agencies plan, execute and measure fast-moving political media across CTV and the open internet.

By bringing together Household ID™ precision, physical address matching, contextual intelligence, premium political-ready inventory, AI-driven optimization, advanced reporting, and managed service support, Viant helps advertisers activate faster, find voters in high-attention environments, and prove measurable impact across the full campaign cycle including persuasion, fundraising, list building, GOTV, and hard-to-reach voter strategies.

\$2.5B

PROJECTED CTV AD
SPEND IN 2026

20%

INCREASE IN CTV AD
SPEND IN 2022

BUILT TO SUPPORT EVERY POLITICAL CAMPAIGN OBJECTIVE



Video Persuasion

Reach persuadable voters in premium, high-attention news and video environments with the identity, context, and frequency control to make every impression count



Get Out the Vote

Launch localized campaigns across key geographies during early voting and GOTV, with rapid activation, managed service support, and advanced reporting to adapt to turnout shifts.



Fundraising

Activate donor files, supporter lists, and issue-based audiences to reach high-propensity contributors across CTV and premium digital. Optimize toward donations, account creation, and other high-value fundraising actions.



Hard-to-Reach Voters

Reach persuadable voters in premium, high-attention news and video environments with the identity, context, and frequency control to make every impression count



List Building

Grow supporter, volunteer, petition, and email/SMS lists by reaching issue-aligned audiences across addressable media. Measure form fills, signups, petition completions, and other acquisition actions.



Unique Reach / Extension From Social SMS

Expand beyond saturated social and SMS channels with incremental reach across CTV, video, display, audio, and DOOH. Identify under-reached audiences, manage frequency, and measure lift across channels.

WAYS TO GET STARTED

1. Find / Match Rate Test

See how much of your voter file is actually reachable. Test how voter, donor, supporter, or issue-based audiences match to addressable households and can be found in the bidstream, helping campaigns understand true reach potential before scaling spend.

3. Hard to Reach Voter Strategy

Increase reach with physical address matching via Household ID™ and activate premium CTV audiences like TVision heavy watchers of Fox News, CNN, and more. Pair with AI Bid Optimizer to lower CPMs.

2. Brand Lift / Upwave Study

Know if your political message is breaking through. Measure awareness, recall, consideration, and sentiment to understand how exposed voters are responding and how your campaign stacks up against competitors or opposing narratives.

4. Ad Fontes News Alignment

Place political messaging in trusted news environments with more control. Use Ad Fontes reliability and political-bias scoring to align campaigns with high-quality news content, avoid low-quality or unsuitable environments, and support left-, center-, or right-leaning contextual strategies where appropriate.

CLIENT SUCCESS STORY

SYMPHONIC
DIGITAL

bloomerang

Viant combined audience targeting, Household ID™ reach and frequency, premium CTV/audio via Direct Access, and supporting OLV/display to increase recall, awareness, and measurable engagement.

134%

**INCREASE IN ONLINE
AD RECALL**

23%

**INCREASE IN
UNAIDED AWARENESS**

For political advertisers, this same approach can support awareness, persuasion, fundraising, and list-building goals by combining premium CTV reach, accurate household-level targeting, cross-channel reinforcement, and reporting that shows which channels and creatives are driving voter engagement.

“By leading with CTV in partnership with Viant and Symphonic, we reached nonprofit decision-makers at scale with clear performance visibility in one platform. We drove meaningful awareness for Bloomerang and helping more nonprofits discover solutions that inspire generosity and grow impact.”

Mary Crogan | VP Brand Marketing, Bloomerang

Reach out to your account representative to learn more.

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POLITICAL SOLUTIONS

1. MOVE AT POLITICAL SPEED

Compressed election timelines require faster activation, smarter optimization, and trusted support. Viant brings managed service, ViantAI, advanced reporting, and responsive campaign support together in one DSP, helping political advertisers launch quickly, adapt in-flight, and measure what matters from early planning through GOTV.



**TURNKEY CAMPAIGN
EXECUTION**



**REAL-TIME, IN-FLIGHT
OPTIMIZATIONS**



**PRE-APPROVED
DEALS**



**24/7
SUPPORT**



2. REACH THE RIGHT VOTERS

Political campaigns often start with valuable offline data (voter files, donor lists, supporter records, etc.) but lose scale and precision when that data is not easily translated into addressable media. Fragmented onboarding can make it harder to find priority voters, control frequency, and activate locally across the markets that matter most.

With Viant, political advertisers can use privacy-forward services to turn offline political data into reachable household audiences across CTV and premium digital. Viant's physical address matching and Household ID™ gives advertisers a **superior find rate of 75%** to ensure campaigns find more of their intended voters in the bidstream, expand addressable reach, and manage frequency across ZIPs, DMAs, counties, districts, states, and priority markets.

- More reachable voters from voter files, donor lists, supporter records, and issue-based audiences
- Stronger household addressability by matching offline political data to physical addresses
- Local activation across ZIP, DMA, state, county, district, and market-level strategies
- Better access to persuadable and hard-to-reach voters across CTV and premium digital
- Smarter frequency control across competitive geographies and priority voter segments
- CTV reinforcement for linear TV exposure, helping campaigns extend messaging beyond traditional TV

3. ALIGN MESSAGING WITH THE RIGHT CONTEXT

Political advertisers don't need just premium inventory, they need confidence that their message appears in the right environment, at the right moment, with the right level of attention. Fragmented supply, broad placement, and unclear content adjacency can make it harder to know whether messaging is showing up in trusted, relevant environments.

Viant brings together premium live sports, trusted news, multicultural supply, curated political deals, Ad Fontes news reliability and bias scoring, TVision attention signals, and cleaner supply paths in one DSP, helping campaigns align message, moment, and audience with greater control.

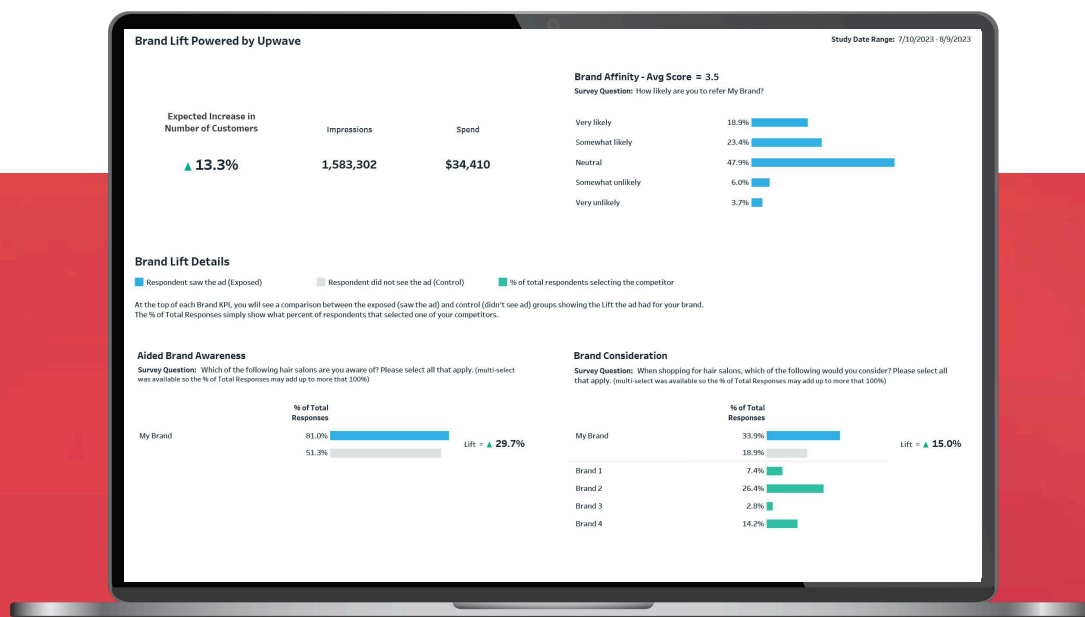
- Trusted news alignment with political-bias scoring
- Less waste and signal loss through cleaner supply paths

4. PROVE REAL VOTER IMPACT

Political advertisers cannot rely on impressions alone to know whether a campaign is actually influencing voters, especially when fragmented channels make it difficult to understand which audiences were reached, which messages resonate and which drove meaningful action.

Viant connects media exposure to real campaign outcomes with an Advanced Reporting suite of brand lift studies, consumer sentiment surveys, channel attribution, reach and frequency all in a centralized dashboard to advertisers can understand what works, adjust their campaigns in real time and measure success.

- Transparent message impact across awareness, recall, consideration, and sentiment
- Better visibility into voter reach with cross-channel reach, frequency, and incremental reach reporting
- CTV vs Linear TV and digital media breakouts
- Actionable optimization insights by campaign, audience, creative, geography, and channel
- Measurement tied to high-value actions like donations, petition signatures, volunteer signups, account creation, and list building





VIA NT'S POLITICAL PARTNERS

ARISTOTLE
Now You Know™

Aristotle's national data assets can help political advertisers reach registered voters, donors, and high-value segments.

nextdoor

(Coming Soon) Use neighborhood-level context and local market signals to understand community priorities and hyperlocal engagement opportunities.

DATA
TRUST

Right-of-center voter audiences using national voter file and consumer data to help conservative organizations build audience plans with voter, demographic, and behavioral signals.

DIRECTV

Political-ready activations across national, local, and state-level audiences

i360

Build highly specific political audiences using voter, consumer, demographic, and predictive-model data.

TAIV

Extend political messaging into high-attention live sports moments on big screens in bars and restaurants.

L2
BETTER DATA
BETTER DECISIONS

Enhance voter and consumer data to reach voters by geography, demographics, voting behavior and modeled attributes to support persuasion, turnout, and localized targeting across district, state, and issue-based strategies

ad fontes media

Target high-quality news environments with greater confidence using reliability and political-bias scoring.

re:sonate

Go beyond voter file attributes with real-time voter intelligence around values, motivations, policy priorities, and issue alignment.

T>VISION
INSIGHTS

High-attention segmentation makes it easier to place persuasion messaging where it has more opportunity to be seen and processed.

SEMCASTING

Match, segment, optimize, and activate first-party voter lists with identity-driven targeting for fundraising, persuasion, and GOTV.

Upwave

Know if your message is landing and how you stack up against competitors by measuring awareness, recall and consideration over time.

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