Real-Time Voter Measurement (RTVM) for Politics

Version 2 of Audience Designer (ADS2): One-to-One Voter Onboarding and Activation - Now with Real-Time Confirmation of Voter Reach

Real-Time Voter Measurement addresses the need for Enhanced Voter Transparency in response to cookie deprecation and device identifier restrictions.

Key Benefits

- Enhanced Transparency: On a near real-time basis, ADS2 with RTVM reports who is being reached among potential voters and who isn't.

- Optimized Voter Engagement: Provides meaningful message sequencing and cross-platform activation for fundraising, persuasion, or GOTV campaigns.

- Unique Voter Reach: Validates unique voter reach as the primary metric for digital campaign planning, with daily proof of ad delivery to unique voters.

- Innovative Technology: ADS2 eliminates the need for universal ID or cumbersome log collection, focusing on direct communication with each voter.

How it Works

Identity Resolution and Measurement: ADS2 uses a constellation of possible match keys (postal addresses, hashed emails, device IDs, and over 35 social, display, and CTV media platform IDs) for high match rates to voter registration files. It employs a proprietary creative signal process to record who has been reached and who remains for any campaign or platform.

Active Measurement Activation:

- Request a Creative Measurement Pixel when you activate your audience segment.

- The tag is placed as an impression tracker in your chosen DSP.

- Monitor served and unserved audience members in ADS2 through 15-minute updates.

- Supplement with landing page or website measurement linked to targeted audiences.

Key Feature

- High Voter Reach: Average 90%+ reach using your audience segment or generate from our 3rd party segments, activating segments across more than 35 digital platforms.

- Cross-Platform Efficiency: Seamless campaign activation and messaging across diverse digital platforms linked to voter audience reach.

- Real-Time KPI Tracking: Monitor key engagement indicators to optimize campaigns in real-time.

Why Choose RTVM for the 2024 Cycle?

- Expertise: Proven experience in political digital marketing since 2016.

- Innovation: Originators of IP and multi-identifier based targeting in politics, offering advanced technology with six patents.

- Compliance: Ensures privacy adherence with SOC2 Type II, HiTrust, DAA, IAB, and CPRA certifications.

- Results: Real-time, quantifiable assessment of digital campaigns, leading to enhanced outcomes.

Name		Party	Type	Size	Last Updated ↓	Status
Filter Name			Filter Type			Filter Status
▼ Voter File - GOTV Audience A		3	🏠	42,687	11/29/2023, 11:07:03 AM	● Available
▼ Voter File - GOTV Audience A Activated in TradeDesk		-	⬆🖼	1,882,376	12/5/2023, 11:53:36 AM	● Completed
Voter File - GOTV Audience A Activated Consumer Matched		1	⚙🏠	154,959	12/5/2023, 12:02:23 PM	● Available
Voter File - GOTV Audience A Activated Consumer Unmatched		3	🏠	33,088	12/5/2023, 12:00:50 PM	● Available

Looking to talk?

Semcasting supports marketers with control of first-party customer data, enhancement, activation and performance measurement across the entire digital ecosystem.

Get in touch at info@semcasting.com.