LOTAME

Smarter, Faster and Easier Political Campaigns with Lotame's Data Empowered Political PMPs

Lotame's **Data Empowered Political PMP Packages** offer a robust selection of seasonal audience segments based on past voting behavior, party affiliation, and political donations. These segments maximize targeting and ad spend by ensuring political campaigns reach specific voter groups with tailored messaging and less waste.

Sample list of Lotame Political PMP Deals readily available across channels:

Party Affiliation: CTV, Display and Video	
PMP Name	**Description**
Affinity Audiences – Democrats	High affinity IAB content categories index for Democrats
Audience Targeting – Democratic Party Affiliation	Audience includes likely Democratic voters
Audience Exclusion – Republican & Independent Party Affiliation	Audience excludes Republican & Independent voters
Affinity Audiences – Republicans	High affinity IAB content categories index for Republican
Audience Targeting – Republican Party Affiliation	Audience includes likely Republican voters
Audience Exclusion – Democrat & Independent Party Affiliation	Audience excludes Democrat & Independent voters
Affinity Audiences – Independents	High affinity IAB content categories index for Independent
Audience Targeting – Independent Party Affiliation	Audience includes likely Independent voters
Audience Exclusion – Democrat & Republican Party Affiliation	Audience excludes Democrat & Republican voters

Persuadable Voters: CTV, Display and Video	
PMP Name	**Description**
CTV Audiences – Swing State Voters	18+ Content, Geo: WI, MI, PA, NV, OH, AZ, NC

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Audience Targeting – Swing State Voters	Demographic: 18+, Geo: WI, MI, PA, NV, OH, AZ, NC
CTV Audience – Rural Voters	Geo: Rural US counties
Audience Targeting – Rural Voters	Audience includes rural communities
Affinity Audiences – First Time Voters	High affinity IAB content categories index for First Time Voter audience
Audience Targeting – First Time Voters	Audience includes 18–21
Affinity Audiences – Undecided Voters	High affinity IAB content categories index for Undecided Voter audience
Audience Targeting – Undecided Voters	Audience includes Undecided Voters
Affinity Audiences – GenZ Voters	High affinity IAB content categories index for GenZ audience
Audience Targeting – GenZ Voters	Audience includes GenZ
Affinity Audiences – Millennial Voters	High affinity IAB content categories index for Millenial
Audience Targeting – Millennial Voters	Audience includes Millennial
Affinity Audiences – Suburban Voters	High affinity IAB content categories index for Suburban Voters
Audience Targeting – Suburban Voters	Audience includes Suburban Voters
Affinity Audiences – Urban Voters	High affinity IAB content categories index for Urban Voter
Audience Targeting – Urban Voters	Audience includes Urban Voters

Political Party Affiliated Content: CTV, Display and Video

PMP Name	Description
CTV Audience – Democratic Leaning	Democratic/Liberal CTV Programming
Contextual – Democrat News & Content	Democrat News & Online Content
CTV Audience – Conservative Leaning	Conservative/Republican CTV Programming
Contextual – Conservative News & Content	Conservative News & Online Content
CTV Audience – Libertarian Leaning	Libertarian CTV Programming
Contextual – Libertarian News & Content	Libertarian News & Online Content
CTV Audience – Independent Leaning	Independent CTV Programming
Contextual – Independent News & Content	Independent News & Online Content

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Election Topics & Voter Interest: CTV, Display and Video	
PMP Name	**Description**
Audience Targeting – Environment & Sustainability	Audience includes Environment & Sustainability Interest
Audience Targeting – Economic Issues	Audience includes Economic Issues Interest
Audience Targeting – Healthcare	Audience includes Healthcare Interest
Audience Targeting – Women's Health	Audience includes Women's Health Interest
Audience Targeting – Immigration	Audience includes Immigration Interest
Audience Targeting – Education	Audience includes Education Interest
Audience Targeting – Labor Laws	Audience includes Labor Laws Interest
Audience Targeting – Foreign Aid	Audience includes Foreign Aid Interest
Audience Targeting – Drug Legalization	Audience includes Drug Legalization Interest
Audience Targeting – Crime & Gun Control	Audience includes Crime & Gun Control Interest
Contextual – Environment & Sustainability	Environment & Sustainability Related News & Online Content
Contextual – Economic Issues	Economic Issues Related News & Online Content
Contextual – Healthcare	Healthcare Related News & Online Content
Contextual – Women's Health	Womens Health Related News & Online Content
Contextual – Immigration	Immigration Related News & Online Content
Contextual – Education	Education Related News & Online Content
Contextual – Labor Laws	Labor Laws Related News & Online Content
Contextual – Foreign Aid	Foreign Aid Related News & Online Content
Contextual – Drug Legalization	Drug Legalization Related News & Online Content
Contextual – Crime & Gun Control	Crime & Gun Control Related News & Online Content
Contextual – National Security	National Security Related News & Online Content

Ready to take your political marketing campaign to the next level?

Lotame's Curation blends audience, contextual and analytics mastery to deliver Data Empowered PMP packages designed to crush your goals.

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