

Campaign Season, Supercharged

Modern political media, built for persuasion, turnout, and accountability

Political advertising is louder, more expensive, and more fragmented than ever. Winning isn't just about being everywhere, it's about being relevant, consistent, and measurable.

Digilant helps political advertisers thrive in the attention economy by connecting with the right voters, in the right moments, across the right channels, **without wasting spend.**

How We Win

- **Omnichannel, Orchestrated Media**

CTV, digital video, display, social, audio, and search work together, not in silos, to build reach, reinforce messaging, and drive action.

- **AI-Powered Voter Intelligence**

Activate AI-powered voter personality and attention metrics through Nexus Insights, combined with voter data, issue priorities, behaviors, geography, and intent to drive persuasion and turnout.

- **Full-Funnel Political Strategy**

From early-stage narrative building to late-stage mobilization, we align media to campaign goals at every phase.

- **Measurement That Proves Impact**

Go beyond impressions with incremental reach, cross-channel insights, and transparent reporting that shows what's actually working.

Why Digilant

We don't just place political media, **we optimize outcomes.**

- Strategy-first planning
- Independent, privacy-safe measurement
- Flexible solutions built for fast-moving cycles
- A team that understands persuasion and performance

**Less guesswork. More confidence.
Better results.**



Ready When It Matters

Whether you're shaping opinion or driving turnout, Digilant helps political advertisers turn media into momentum.

Let's talk

Packages

Voter Persuasion

1

Full-funnel persuasion with a focus on turnout

- CTV and YouTube anchor reach and shape the narrative
- Display, high-impact units, and Meta reinforce messaging between TV exposures
- Audio reaches voters during daily commutes
- Search, social, email, and direct mail activate and convert

Voter Mobilization

2

Full-funnel approach built to convert awareness into action

- CTV and YouTube deliver broad reach and set the narrative
- Meta, display, and high-impact reinforce messaging between TV exposures
- Search and audio add depth around key issues
- Email and direct mail drive donor engagement and volunteer follow-up

Issue Advocacy

3

Designed to shift opinion or intent on issues and ballot measures

- CTV and YouTube lead storytelling and message framing
- Contextual display and audio surround relevant content and moments
- Social drives engagement and conversation
- Search, email, and direct mail move audiences into deeper actions (sign, call, share)

Fundraising

4

Donation and list-growth bundle

- Omnichannel revenue and list-building engine
- Display, online video, Meta, and search capture high-intent audiences
- Remarketing and lookalikes accelerate likely donors
- CTV and audio are used surgically to tell high-impact stories to high-value audiences
- Email, SMS, and direct mail close the loop and drive conversion



Built for What's Next

Political advertising moves fast. Digilant helps campaigns move faster, using advanced analytics and outcome-focused measurement to turn strategy into action when it matters most.