

# STRATCOM | UK

## Programmatic Advertising

POWERED BY DATA, BUILT ON VALUES

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*Stratcom UK's support was critical, in order for me to reach my audiences online, at pace and with impact. Without their support we would not have reached our target voters in the short timeframe we had. The team were invaluable in helping us deliver a Labour win in our seat, helping to make history.”*

**Jenny Ridell-Carpenter,**  
Member of Parliament for  
Suffolk Coastal



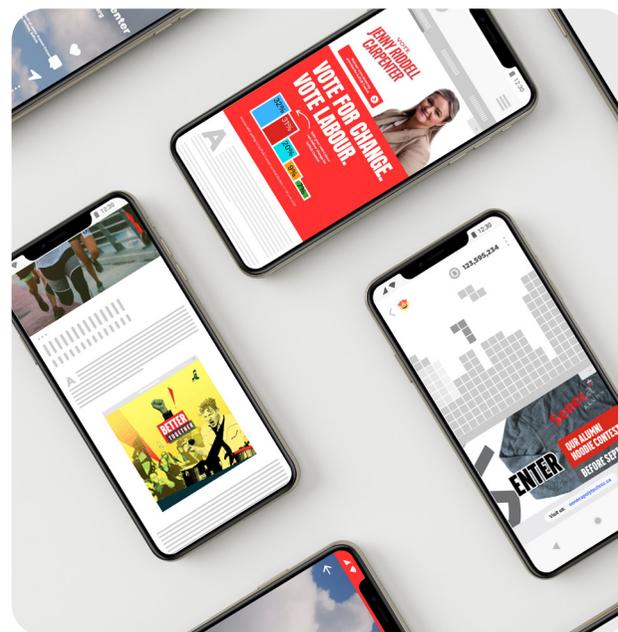
**S**tratcom has sourced the most efficient and innovative digital outreach tool to empower your campaign. Programmatic Ads combines cutting-edge technology with a values-driven approach to ensure your message connects with the voters who matter most.

### WHAT ARE PROGRAMMATIC ADS?

Think of the ads you see online every day:

- The short video before you watch a news clip or to continue with a mobile game? That's a Programmatic Ad.
- The banners on top of a website or alongside a news article? Those too.

These ads don't appear by chance—they're placed there using a technology that works like a super-fast auction. In milliseconds, it matches your ad with the people most likely to see it and care about it.



**Programmatic Ads use advanced technology for:**

#### Targeted Advertising

- ✓ Ads tailored to your target individuals (for example, voters or potential supporters), based on demographics, specific address-by-address location, and priorities.
- ✓ Ad placement on high-traffic websites, apps, and platforms.

#### Real-Time Optimisation

- ✓ Continuous tracking of ad performance with adjustments to maximise engagement and impact.

#### Voter Segmentation

- ✓ Precise targeting for persuadable voters, undecided segments, and core supporters.

#### Creative Adaptation

- ✓ Tailoring pre-existing assets to fit the campaign's messaging and goals, ensuring impactful and consistent communication.

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