INFLUENCE AND PERSUASION:
REACHING YOUR POLITICAL AUDIENCE

BY ANNE DRUMMOND | CREATIVE DIRECTOR

Politics is as much about finding the right person with the right message as any sales target. With the political scene escalating to an unavoidable level, your neighbors and friends sharing their unsolicited opinions around every turn, and the news filled with bits about who is better than whom and why he's the right candidate for your state, the media messaging is incredibly intense. So how do you break through? How do you tell the story of your candidate or issue and have it retained by the viewer?

Data, when used as a competitive advantage, can increase the number of rain boots sold at a corner store, can move the needle on a recruiter's number of interviews, or can inform voters and change opinions about candidates.

Imagine you'd like to reach an audience of African American women in Michigan between the ages of 35 and 54, with kids in school, a household income of $100K or more, a 40% to 60% partisan score and an interest in gun control, police community relations, and education issues who has voted in at least three of the last primary and general elections. Mlive can reach just such an audience.
- With Advance 1st party audience data based on consumed media
- With the National Voter File data
- With Commercial 3rd party audience data
- With ingested CRM data, MLive Media Group can find the audience you need

> Convey your message to voters whose values align with your campaign or advocacy goals.

Our Advantage
75+ online publishers and 12 Media Groups:

AL.com cleveland.com gulflive.com lehighvalleylive.com

MASS LIVE mLIVE nj.com nola.com

OREGONLIVE PENN LIVE silive.com syracuse.com

With more than 700 million monthly page views across our privately held media landscapes (which include hundreds of publications, news organizations, and the Condé Nast family of productions, MLive Media group owns 177 million pieces of data (cookies) and controls nearly 2.5 billon pieces of third party data.

mLIVE
MEDIA GROUP

collaboration **+** strategy **=** a [**TRUE**] marketing partner
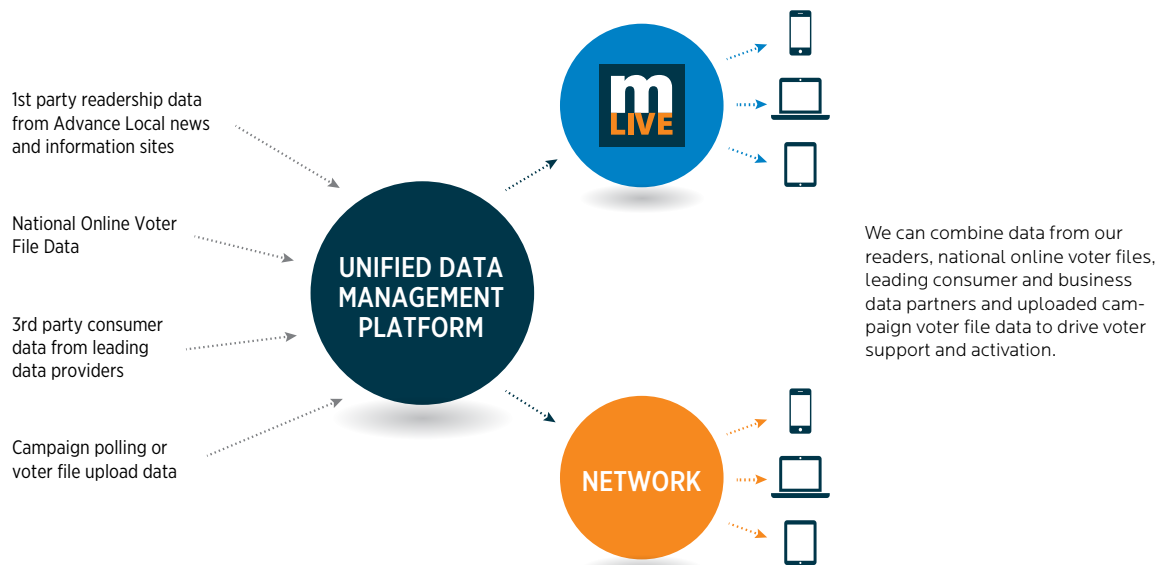
▶ mlivemediagroup.com

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We are the place where voters go to learn about their community. Campaigns will want to be in our newspapers and our website. We harness the power of programmatic buying through our Demand Side Platform (DSP) and deliver agency-caliber creative strategy just when it matters. Reach your voters in a medium they trust.

We have a unique view of the electorate. Our readers are engaged politically. We know what they care about, care to read, and how much time they are spending with content. We also have access to the National Online Voter File. This helps us reach voters based on their party affiliation, gender, age, marital status, voting history and absentee status. (Data is anonymized.) By uploading the voter file and polling data to our technology stack, we can create targetable audience segments to put the right message in front of the right voter. Their voter files are matched to devices and digital ID's and returned to our Data Management Platform (DMP) as targetable audiences. Remember, once you know what an audience looks like, building a similar, larger, "look alike" audience is simple.

How it works

1st party readership data from Advance Local news and information sites

National Online Voter File Data

3rd party consumer data from leading data providers

Campaign polling or voter file upload data

UNIFIED DATA MANAGEMENT PLATFORM

m LIVE

NETWORK

We can combine data from our readers, national online voter files, leading consumer and business data partners and uploaded campaign voter file data to drive voter support and activation.

In addition to digital, we offer robust native and sponsor content services, paired with social media for amplification. When news breaks about your campaign or your candidate, we can get the word out immediately, and increase awareness exponentially. When urgency counts, you want to be partnered with an agency that supports you in real time, and with robust content strategies at its fingertips.

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