

Political Audience Solutions by PlacelQ

Modeled audiences for programmatic activation

Precisely Audiences by PlacelQ™ location data now offer programmatic political audiences that combine location intelligence, political context, and consumer data to help political advertisers, advocacy groups, and issue-based campaigns reach the right audiences through standard DSP workflows.

Support Multiple Political and Advocacy Use Cases

- **Awareness Campaigns** – Reach audiences with likely political alignment at programmatic scale for awareness and messaging initiatives
- **District-Level Messaging** – Deliver messaging to constituents based on where they live, ensuring reach beyond district boundaries
- **Issue-Based Campaigns** – Combine political context with behavioral and demographic attributes to reach audiences aligned to specific issues
- **Multi-Market Campaign Activation** – Activate across multiple districts or audience segments within a single programmatic campaign



Party Affiliation Audiences

Devices associated with individuals with likely Democratic or likely Republican alignment

Built from:

- Third-party political affiliation indicators
- Modeled affiliation signals
- PlacelQ™ look-alike modeling

Availability:

- Modeled-Only: LiveRamp, The Trade Desk, OpenX
- Standard (Seed + Modeled): Direct delivery only

Congressional District Audiences

Residence-based audiences of U.S. congressional district residents**

Built from:

- Residential location intelligence
- Precisely boundary data

Availability:

- 51 competitive districts available off-the-shelf
- Custom districts available on demand

** No voter registration, political affiliation, or political history data used

Activate Today

Available through standard
DSP workflows

Need a Custom Audience?

Contact your PlacelQ™ representative
iq-sales@precisely.com