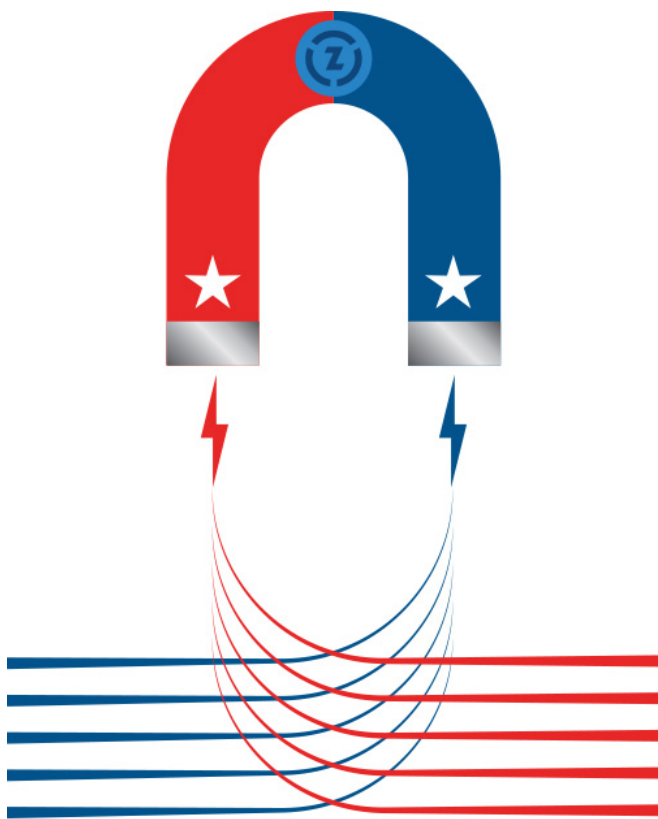
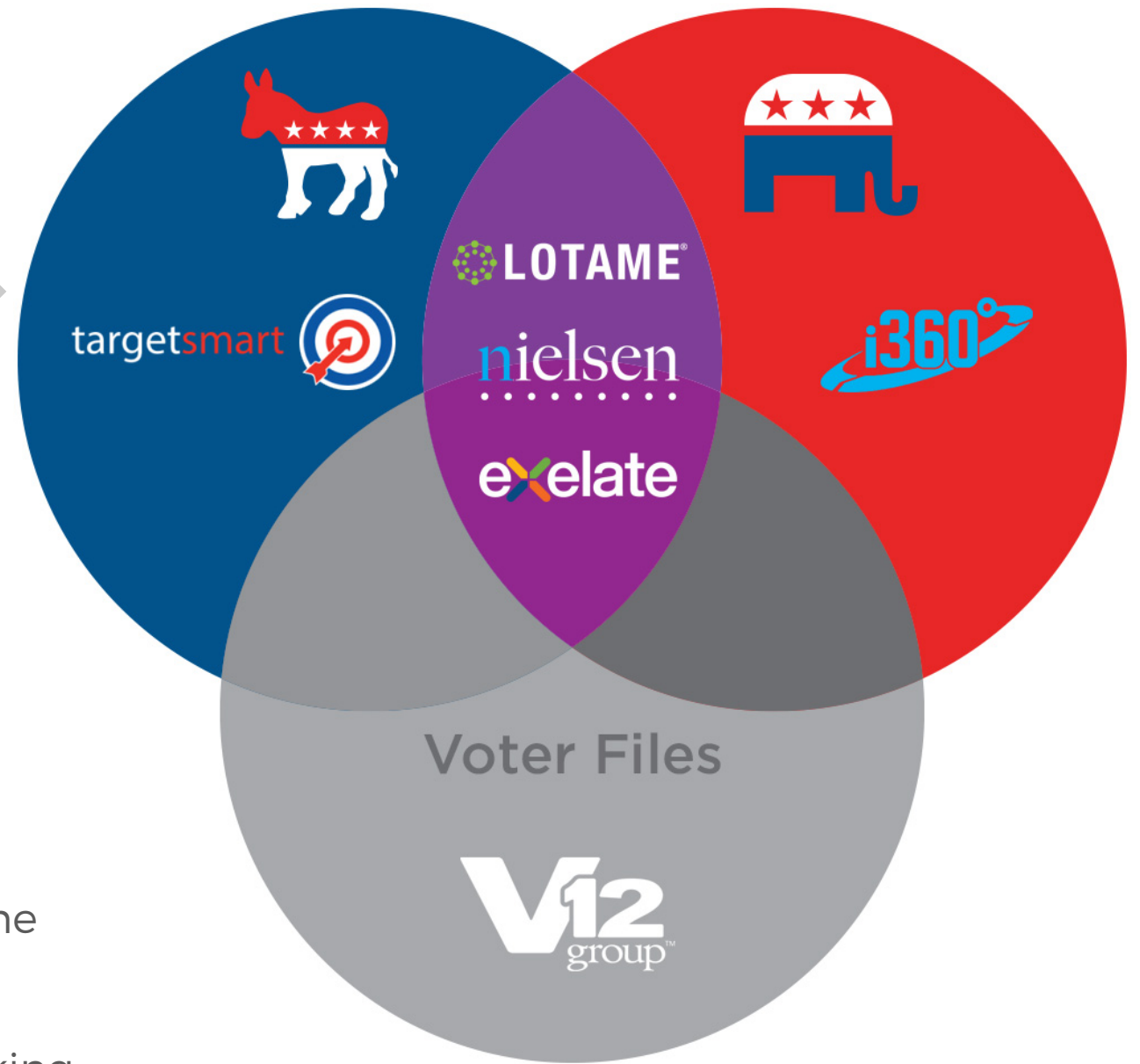


the premier programmatic media buying platform for local advertising

all politics is local

And so is the most powerful political advertising tool. Introducing ZypMedia Target Canvassing. A new offering that integrates ZypMedia's proprietary local programmatic media buying platform with best-in-class political data sets to reach potential voters.

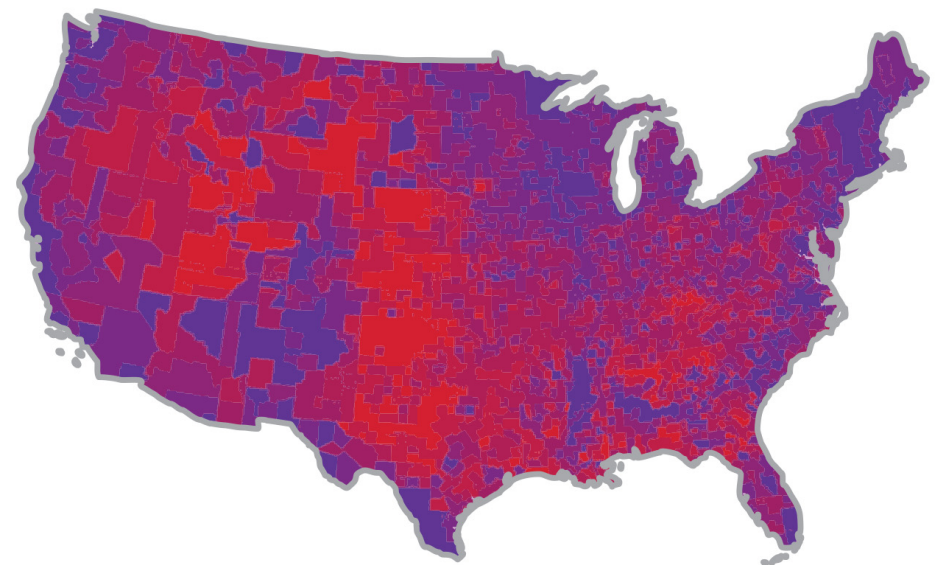


target canvassing

ZypMedia Target Canvassing puts your message in front of the potential voter you're looking to influence. Whether you are seeking votes for candidates or support on campaign issues, our technology will get you there.

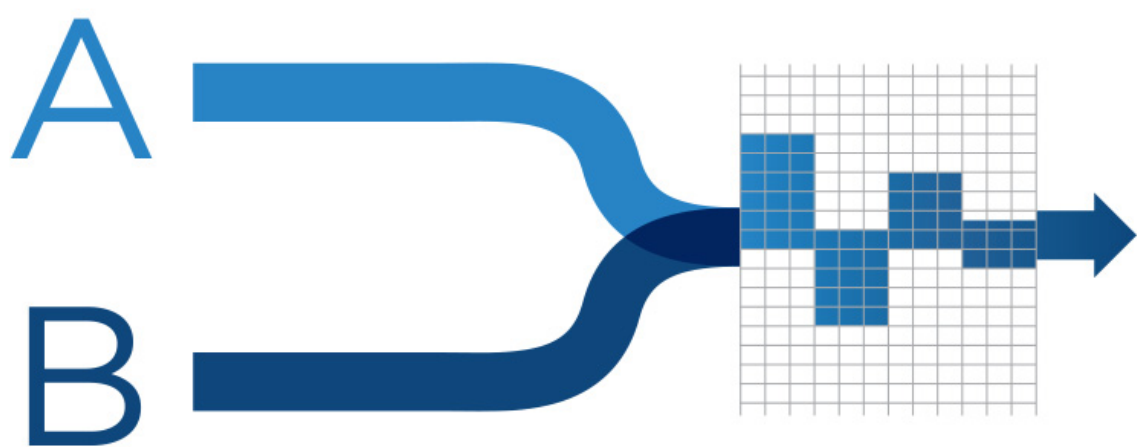
geo targeting

Once the optimum political target is identified, ZypMedia's Target Canvassing can then apply advanced geo-targeting capabilities to pin-point your message on a National, State, DMA, Congressional District or County level.



A-B testing

The real power of Target Canvassing is in optimization. Not only does Target Canvassing allow "A - B" testing to help you identify the most effective creative message, it provides campaign performance optimization which enables real time adjustments based on these learnings to drive success.



devices



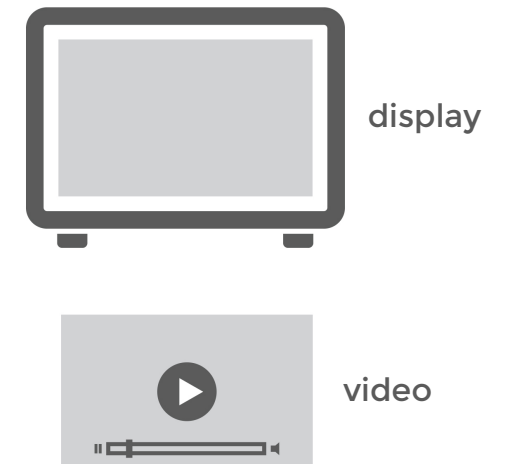
connected tv

desktop

tablet

mobile

media formats



display

video