

BasisElect

2026 ELECTION BOOTCAMP: WINNING WITH YOUTUBE



Speakers



Sean Duggan

VP, Candidates & Causes



Robert Kurtz

Business Outcomes Partner



A.J. Carrillo

Senior Account Lead

WELCOME TO BASISELECT
BOOTCAMP SESSION

Today's Agenda: Winning with YouTube in '26

- **2026 Projections & Voter Insights**
 - Audience Scale
 - Viewership Trends
- **YouTube Creative Planning/Strategy**
 - Ad Units
 - YouTube Select/Auction
- **Winning With YouTube**
 - Targeting Tools
 - Inventory
 - Strategy/Planning
- **Buying Prep + Toolkit**
 - Set Up: Verification Checklist
 - Key Timelines: Creative Review
 - Best Practices
- **Q&A**

BASIS ELECT

Award Winning Tech & Services

Powering agencies and consultants to win in politics, public affairs, and advocacy with cutting-edge political tech and expertise.

THE TEAM

Since 2006, our growing DC team of award-winning political experts have planned, bought, and executed campaigns across every digital channel: CTV, SOCIAL, AUDIO, DISPLAY

THE SERVICE

Flexible Service solutions, Raving Fan service, priority support, and client education from the industry's top thought leaders.

GOOGLE/YOUTUBE CERTIFIED EXPERTS

\$1B+

Media Spend Managed
Annually

10,000+

State & Local
Campaigns since 2006

45+

Political Media
Experts

15+

Years Powering
Political Campaigns

Award Winning Tech

2025 Ad Week Best Buyside DSP



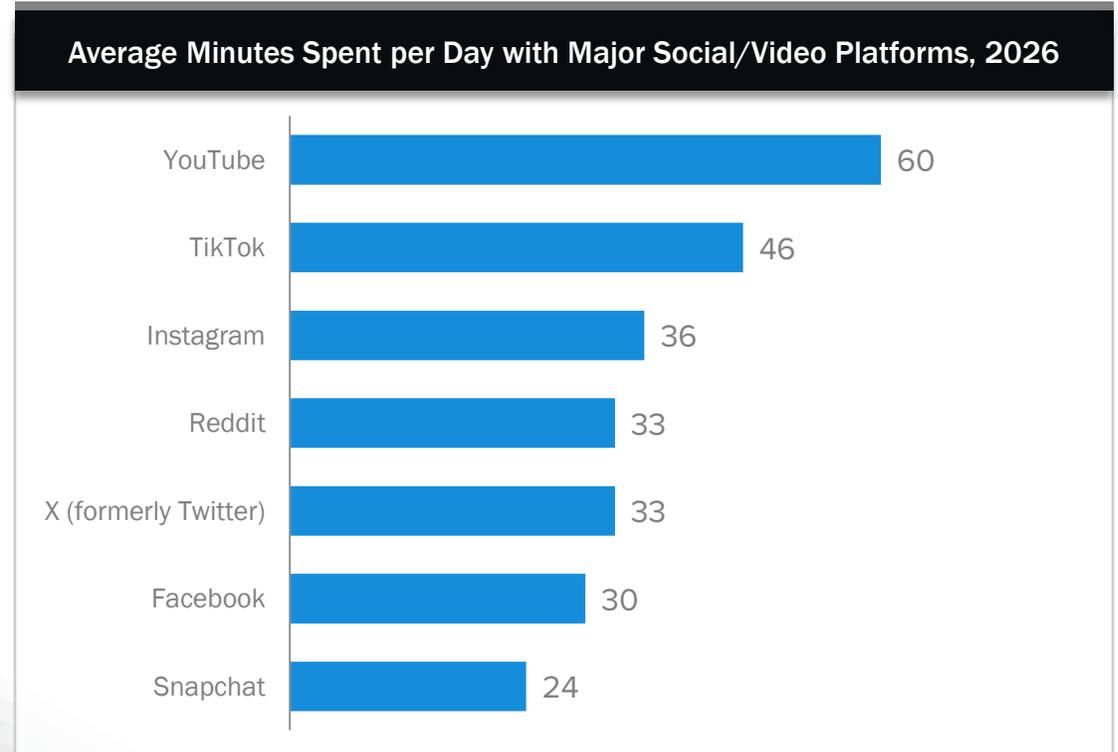
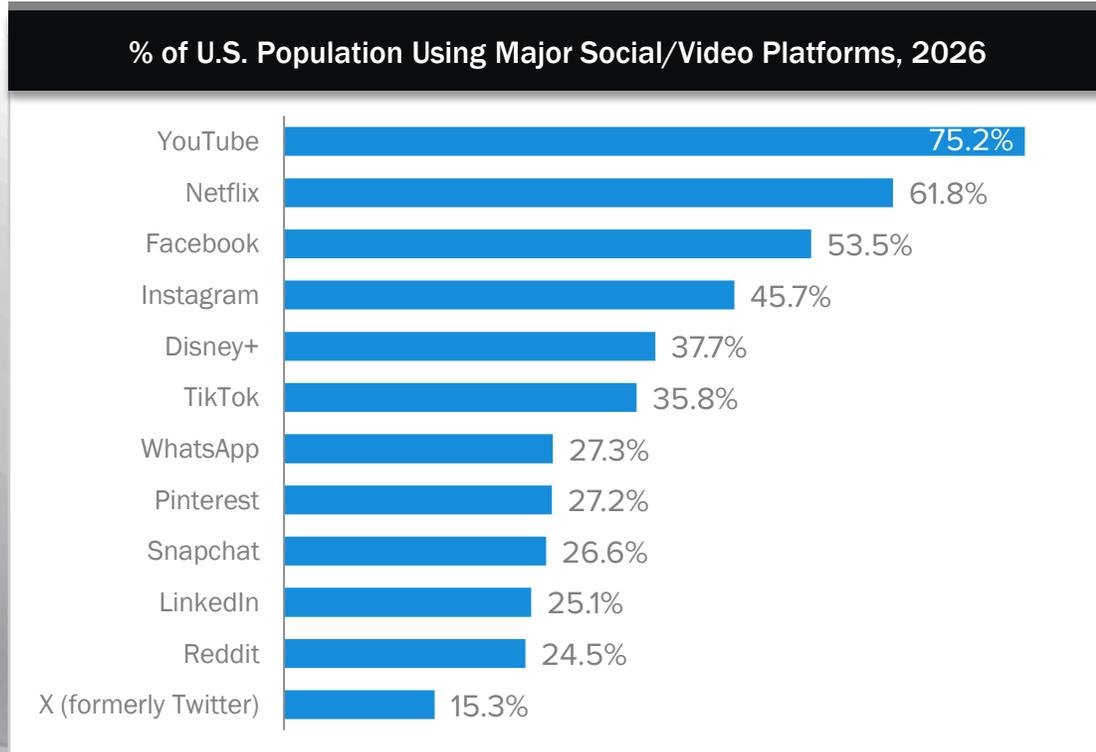
AUDIENCE RESEARCH & INSIGHTS



Reaching Voters at Scale: By the Numbers

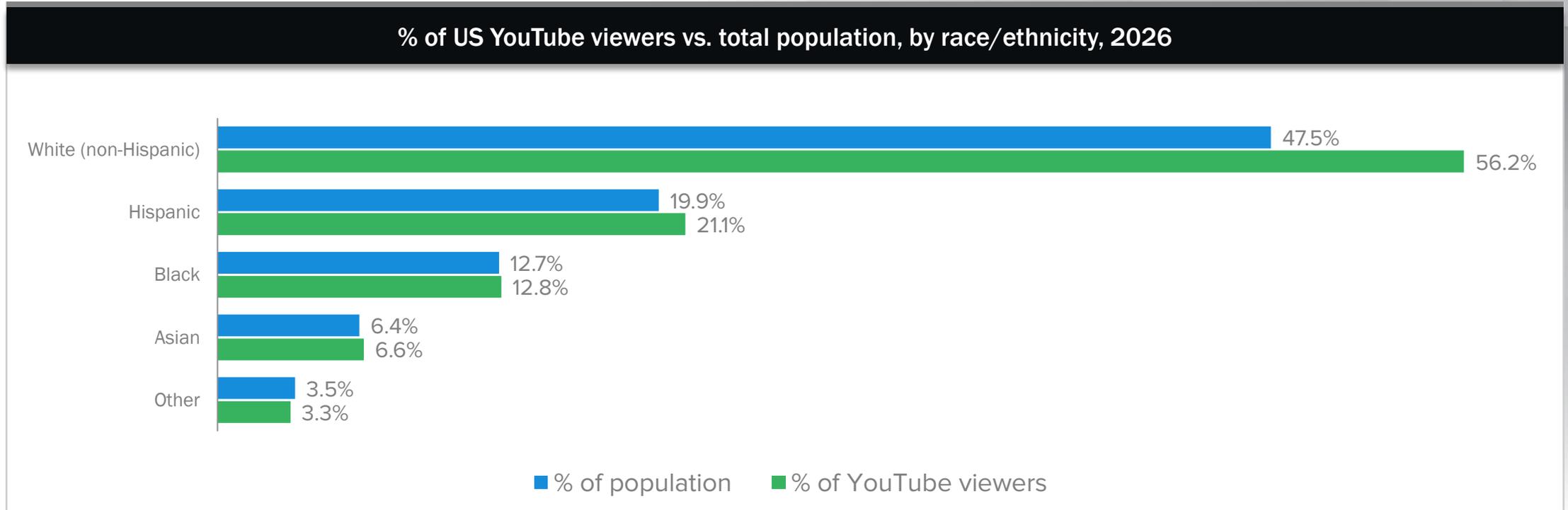
- **YouTube Timeline:** Founded in 2005, Google Acquired YouTube 2006: \$1.65B, 2025 YouTube Ad Revenue: \$65B
- AdImpact projects total U.S. political ad spending for the 2026 midterm cycle at about **\$10.8 billion**, making it likely the most expensive midterm cycle on record.
- Connected TV (CTV) — which includes YouTube when watched on TVs — is expected to see **about \$2.5 billion** of that total, one of the fastest-growing segments of political media.
- **Center of the creator economy:** Mr. Beast has 462 million subscribers. Audience size per video exceeds ratings for NBA Finals, Final Four and Monday Night Football.
- YouTube reaches **76% of registered voters** per week.
- **Younger audiences drive scale**, with Gen Z and Millennials represent the largest share of YouTube users for voter engagement and future electorate reach.
- In the U.S., **TV Screens** have overtaken mobile as the top device for YouTube consumption.
 - Globally, roughly 70% of global watch time occurs on **smartphones and tablets**.

YouTube leads across both platform adoption and daily usage time



YouTube reaches more than three-quarters of the U.S. population and captures the most daily time spent among major social and video platforms, reinforcing its importance as a high-scale, high-engagement channel.

YouTube's audience closely mirrors the U.S. population across racial and ethnic groups



YouTube viewership aligns closely with the U.S. population by race and ethnicity, with White, Hispanic, Black, and Asian audiences represented at near-parity. This makes YouTube one of the few major platforms that delivers both scale and demographic balance.



AD INVENTORY OPPORTUNITIES



Premier Google Partnership



DEDICATED SUPPORT

As a top 1% partner, Basis has access to product and industry updates, beta opportunities, measurement insights, escalation and in-depth training programs



BEST-IN-CLASS EXECUTION

Proven expertise in best practice adoption, ad format diversification, and growth to maintain our premier partnership for 15+ years.



CERTIFIED EXPERTS

Basis Search Team Members are certified for planning and buying across all Google and YouTube tactics.



\$100M+ ANNUAL SPEND

Our deep investment in Google reflects a strategic commitment to measurable outcomes, driven by expert management across Search, YouTube, and PMAx.



CONSULTATIVE

Evaluate marketing sciences, measurement, creative, and business partner consultations are available to help with a variety of needs

Political Opportunities

GOOGLE SEM (TEXT)

- Verification and build turnaround times are the biggest watch outs
- Clients can supply architecture with keywords and text ads to help expedite processes
- Basis can provide our SEM template in advance

YOUTUBE VIDEO

- Standard formats for Video Reach or Video Views
- YouTube Auction
- YouTube Select ad inventory + YouTube TV
- Masthead ad units are NOT available

YOUTUBE AUDIO

- Add-on for additional reach to grow awareness
- Audio based creative with static image
- Most likely to run against YouTube mobile app and in YouTube Music programs
- Audio must be provided in YouTube link still in video format

BEYOND GOOGLE...

- All political advertising is currently prohibited with Microsoft (applies to all ad formats)
- Upcoming sessions will outline additional opportunities

Audience targeting is NOT allowed on any Google ad format for Political & Election Ads

It is VERY IMPORTANT that videos are sent to the Search team for review as early as possible to ensure there are no policy violations or additional certifications needed

Video Placements

In-Stream

- Skippable video ads
- Non-skippable video ads
- Video sequencing
- Audio ads

In-Feed

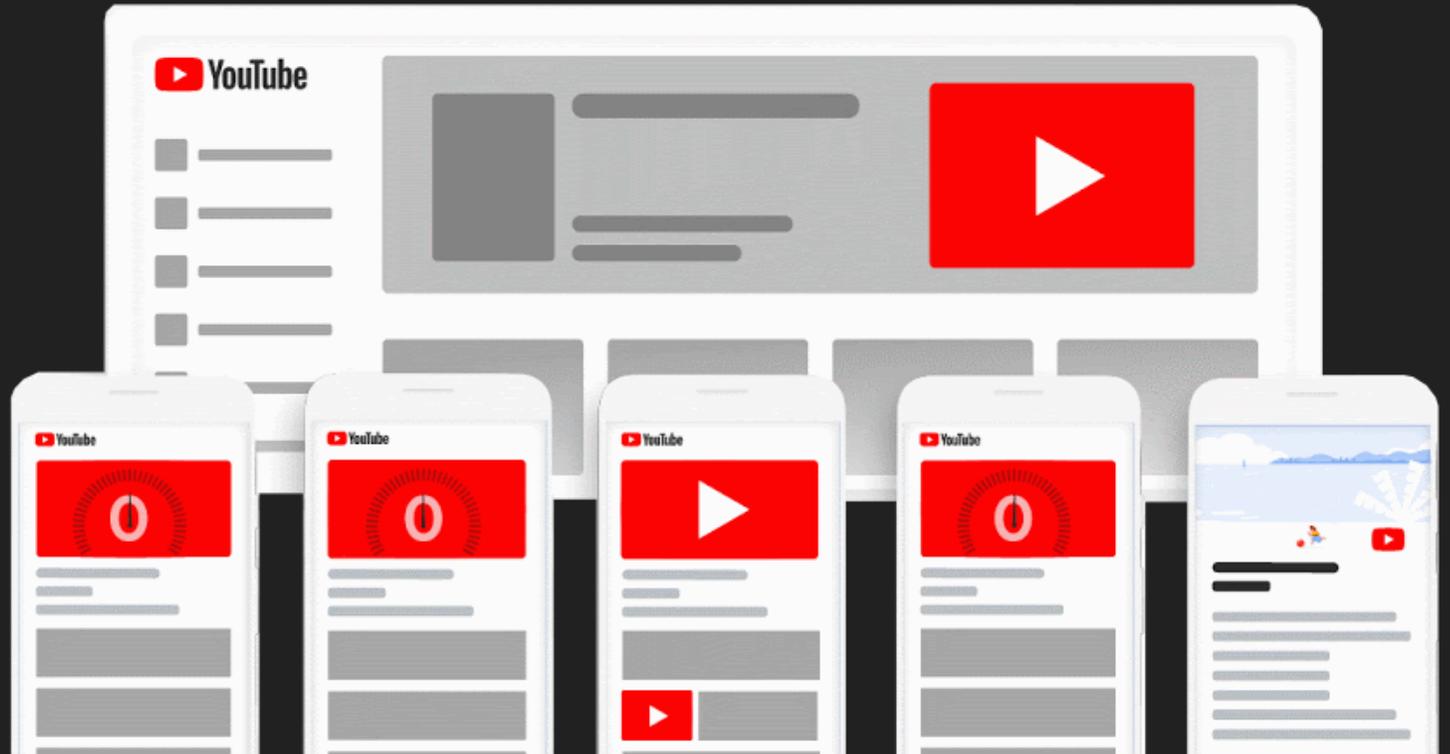
Shorts

YouTube Select

- YouTube TV

Conversion focused ads

- Demand Gen
- Performance Max



 **YouTube Select**  **YouTube TV**

Video Placements

In-Stream

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- Non-skippable video ads
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- Audio ads

In-Feed

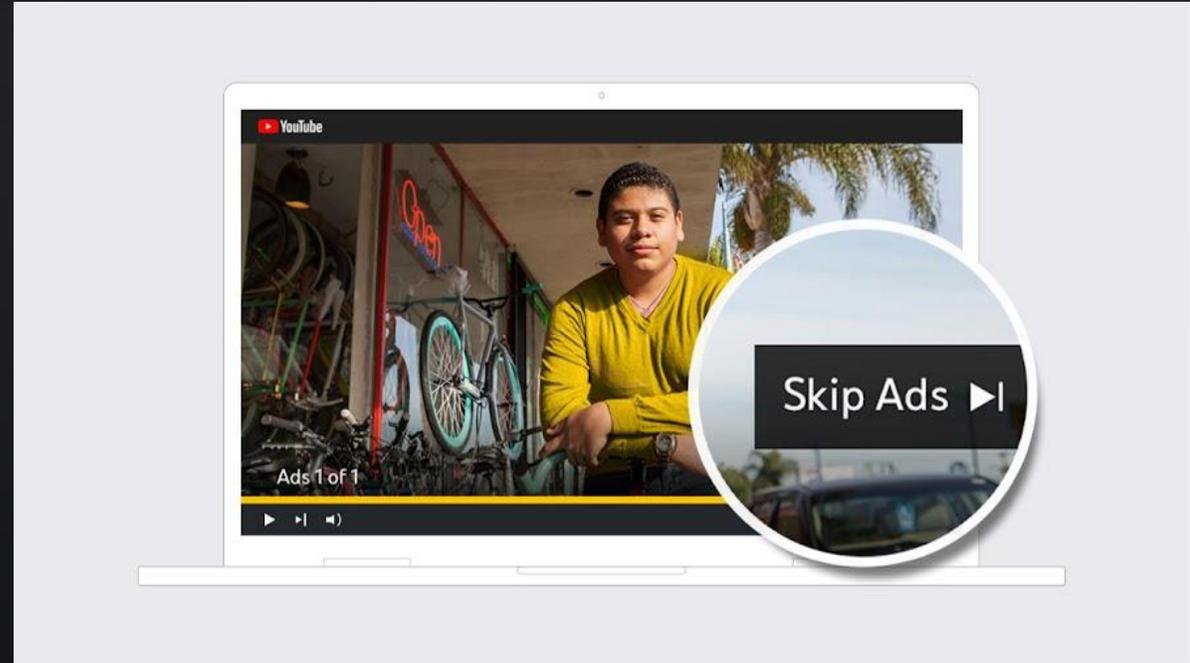
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YouTube Select

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YOUTUBE ADS

Video Placements

In-Stream

- Skippable video ads
- Non-skippable video ads (includes Bumper ads)
- Video sequencing
- Audio ads

In-Feed

Shorts

YouTube Select

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Video Placements

In-Stream

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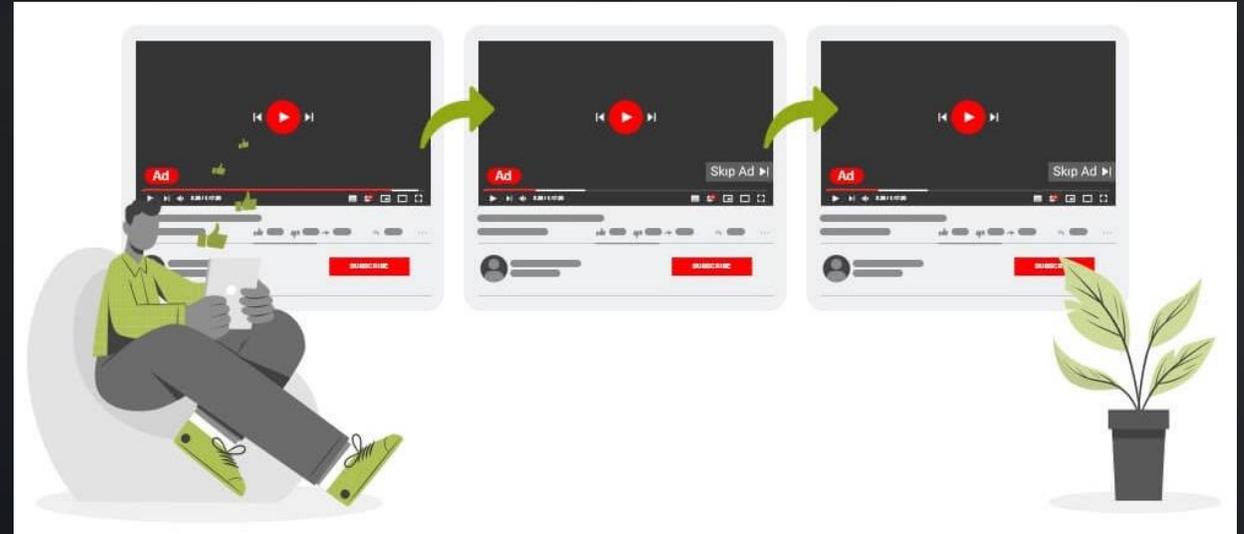
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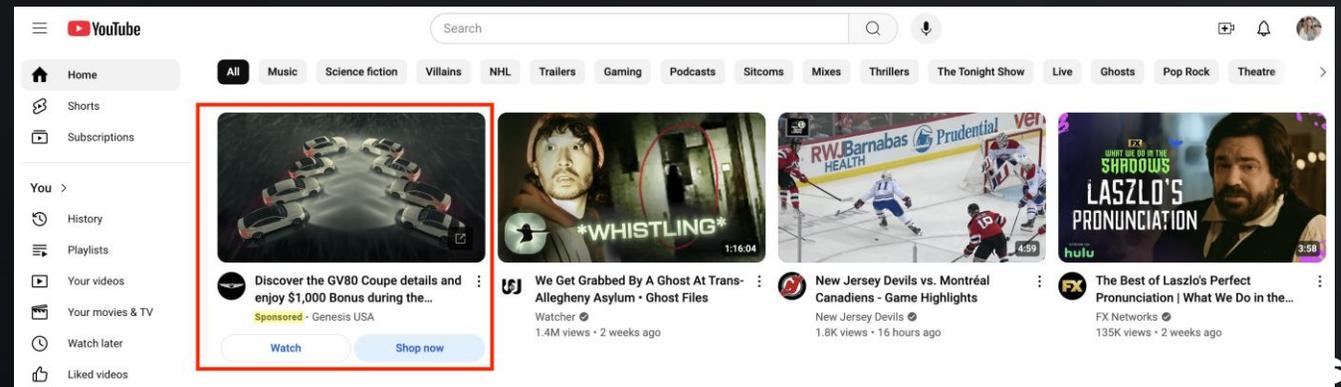
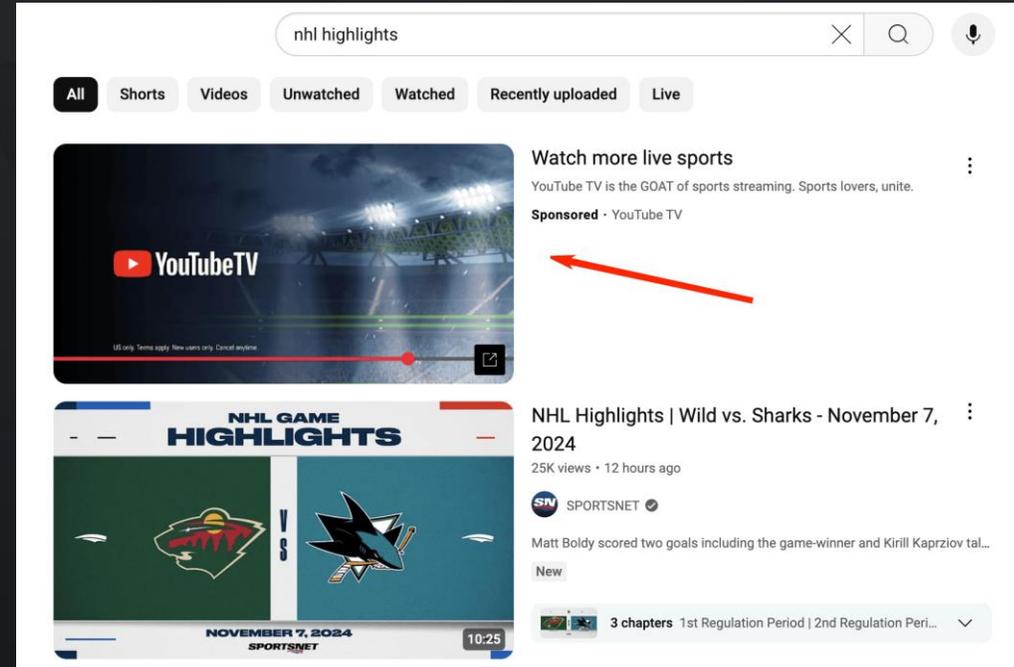
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Video Placements

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- Non-skippable video ads
- Video sequencing
- Audio ads

In-Feed

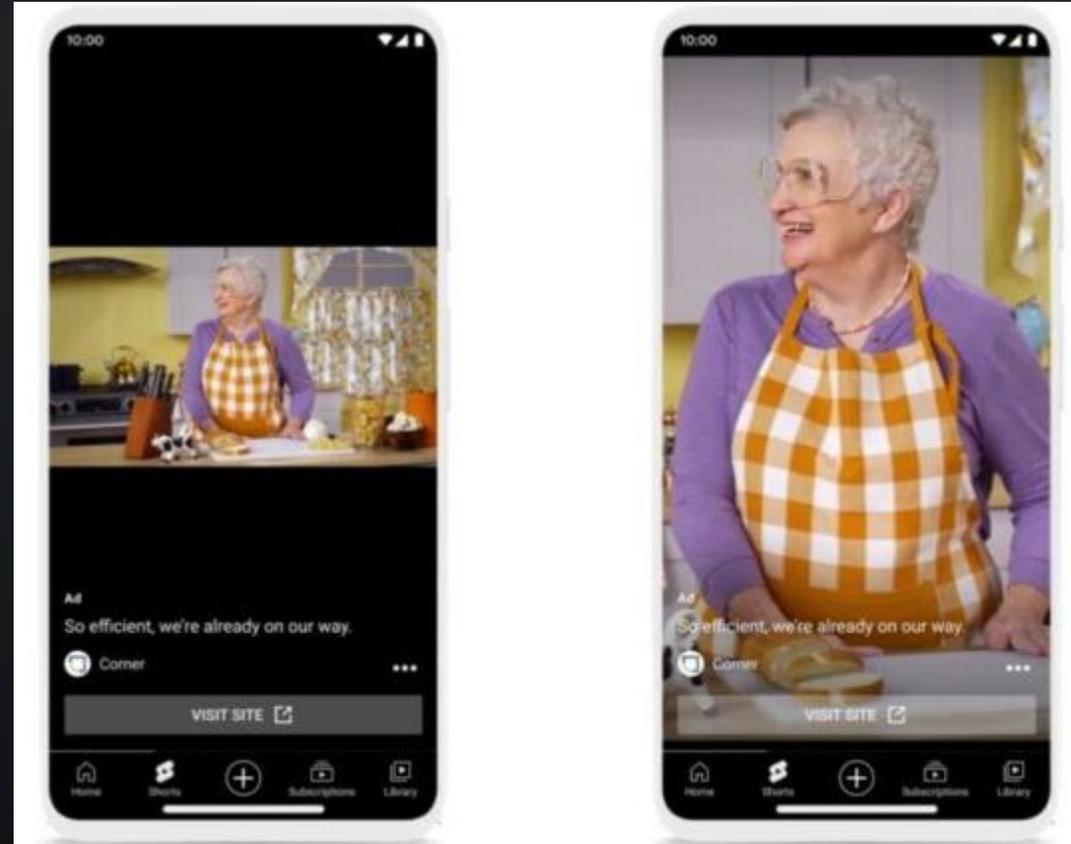
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Video Placements

In-Stream

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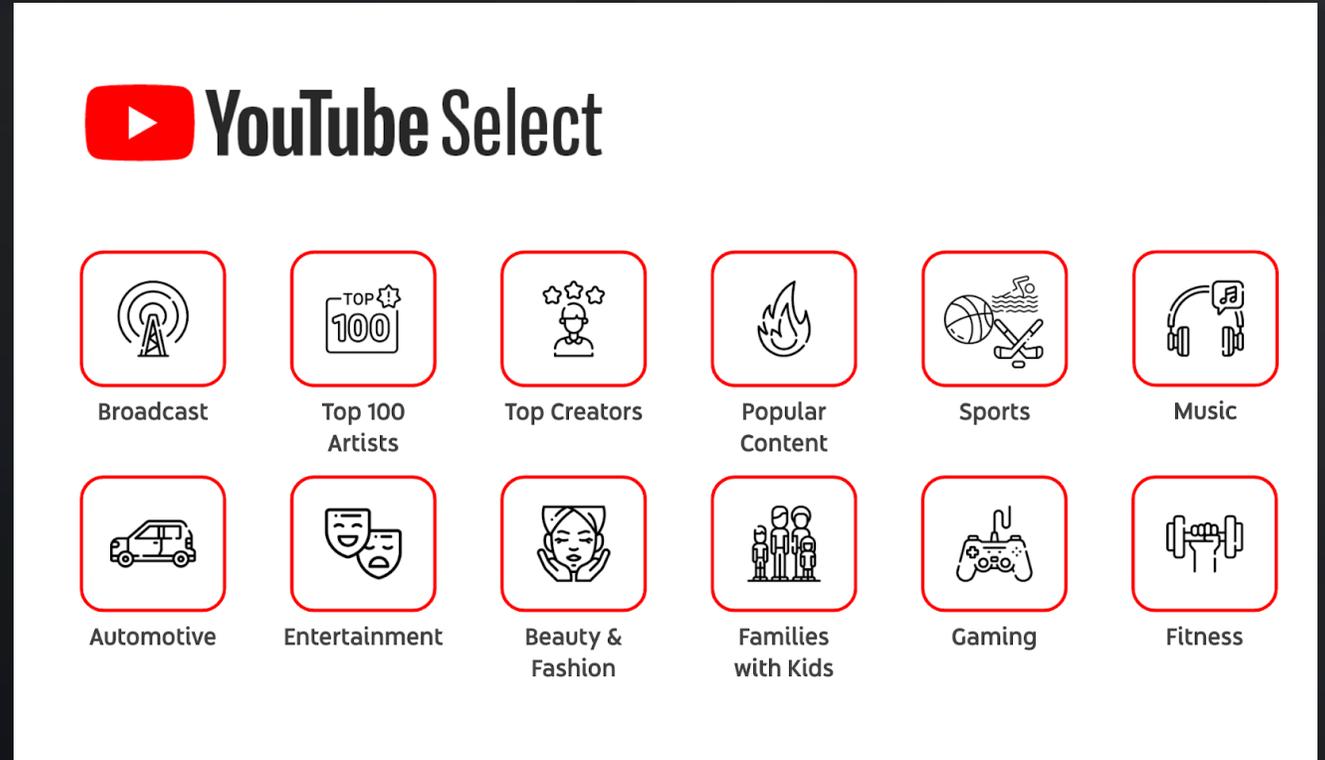
Shorts

YouTube Select

- [YouTube TV](#)

Conversion focused ads

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YOUTUBE ADS

Video Placements

In-Stream

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In-Feed

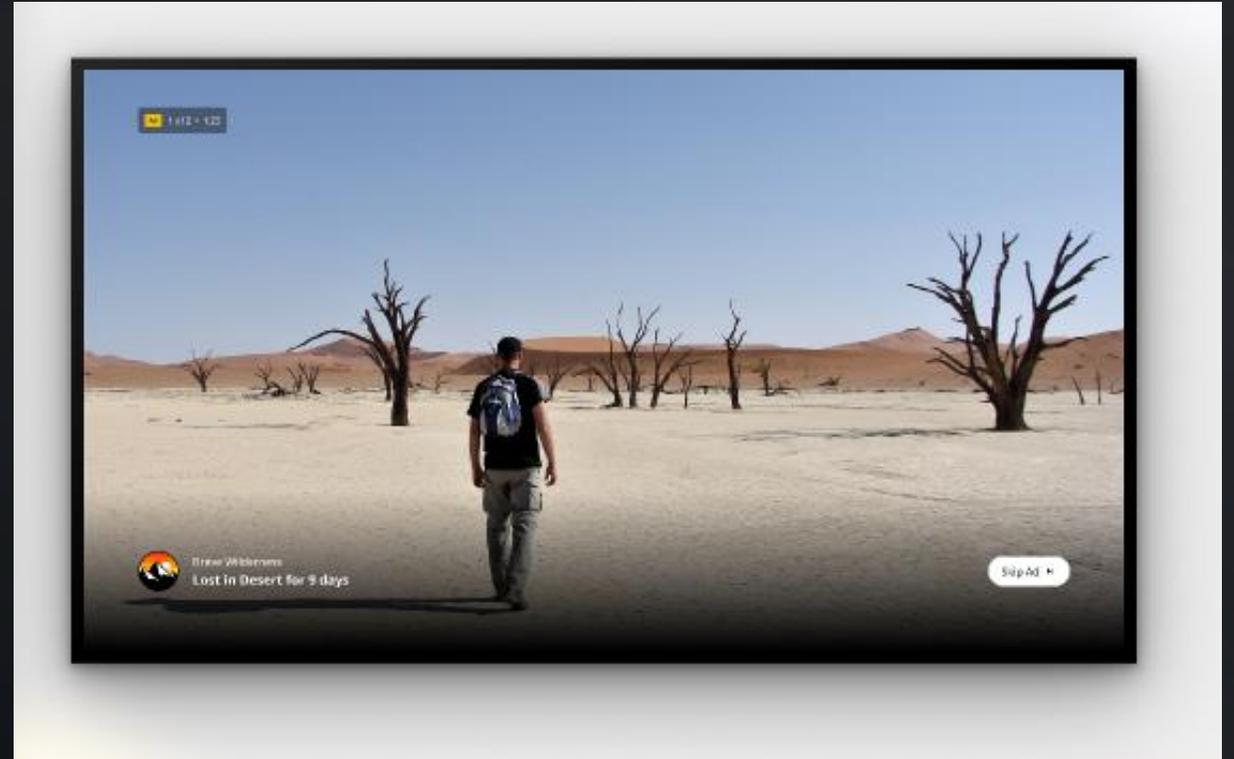
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YOUTUBE ADS

Video Placements

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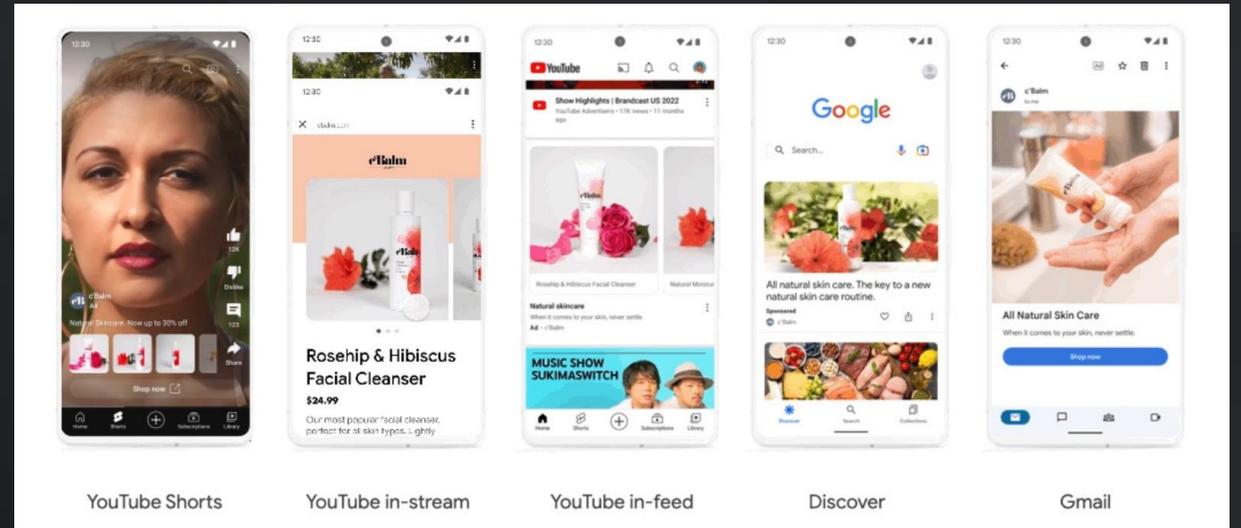
YouTube Select

- YouTube TV

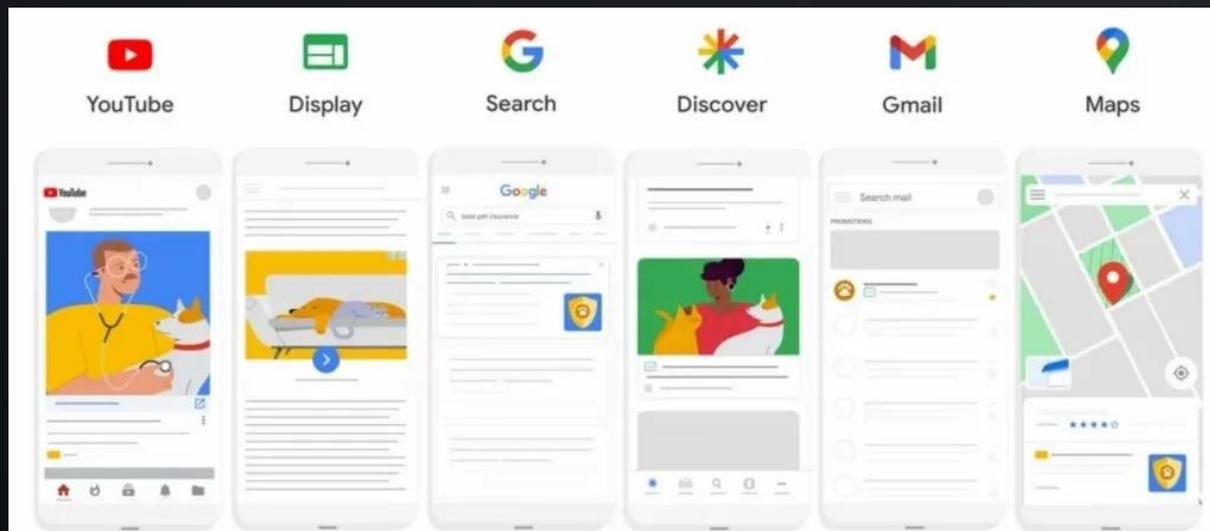
Conversion focused ads

- Demand Gen
- Performance Max

Demand Gen



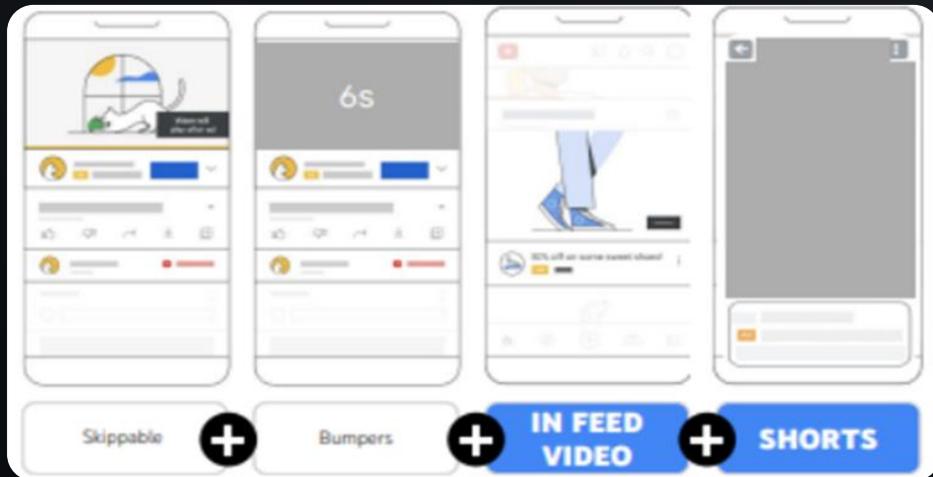
Performance Max



Types of Video Campaigns

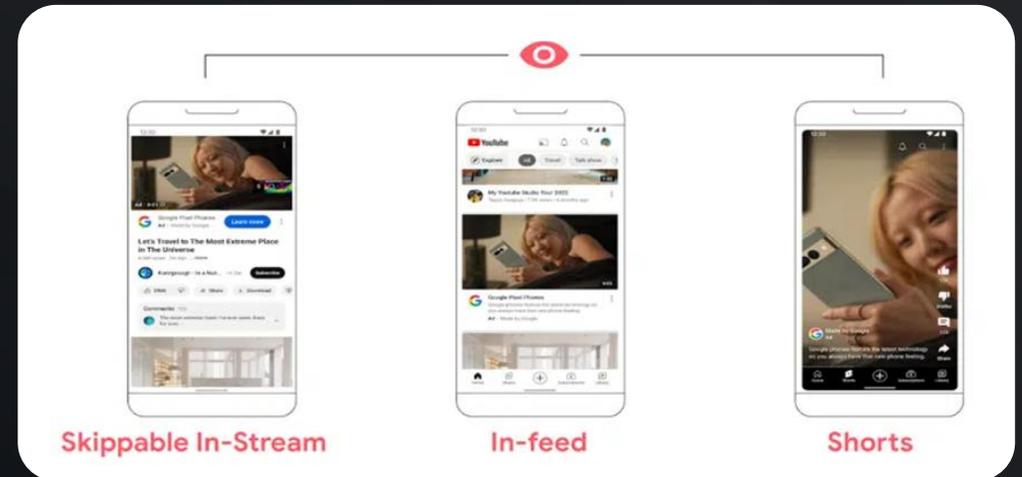
Video Reach

- Great for **Persuasion**
 - Candidate bio or contrast ad
- Inventory Includes:
 - Skippable In-Stream (:15s-30s horizontal)
 - *Bumper (:06s horizontal)*
 - In-Feed (:30-60s horizontal)
 - Shorts (:10-30s vertical recommended)
- Rate Type: **Dynamic CPM**



Video Views

- Great for **Consideration**
 - Get out the vote
- Inventory Includes:
 - Skippable In-Stream (:15s-30s horizontal)
 - In-Feed (:30-60s horizontal)
 - Shorts (:10-30s vertical recommended)
- Rate Type: **Dynamic CPCV**



Additional Opportunities: YouTube CTV Pause Experience

Drive awareness and action during a user-initiated break in a viewer's streaming session

Pause Ads

Seamless and non-disruptive way to drive awareness and action during a user-initiated break in a viewer's CTV streaming session.

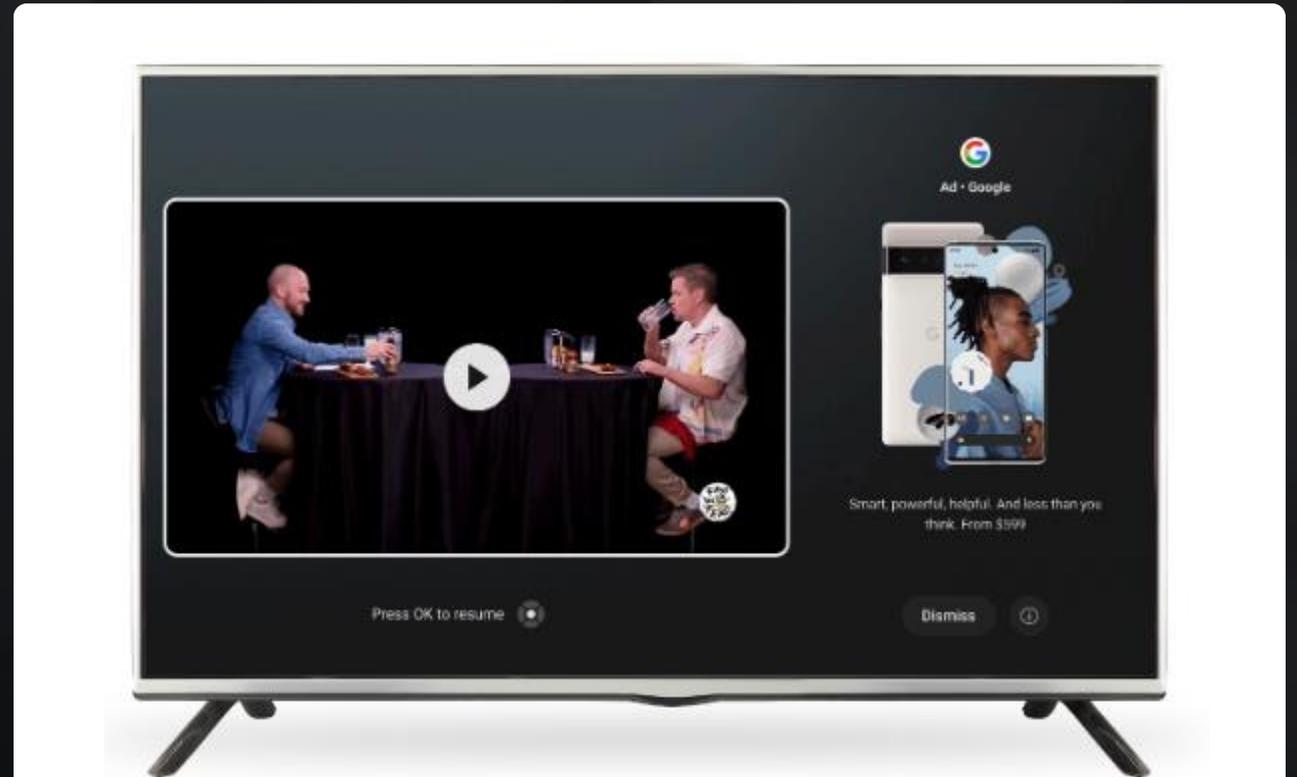
Uniquely engaging because viewers are already taking an action by pausing the content they're consuming, which keeps a brand message or product top of mind.

Break Through On The Big Screen

CTV-first format aligned with streaming user behavior.

Seamless and Non-disruptive

Ads appears during a user-initiated break.





VOTER TARGETING, PLANNING & STRATEGY TOOLKIT



YouTube Targeting (Political Restrictions)



Google Allows Targeting Based On:

Demographics (Age, Gender, HHI)

Geographic (except for radius targeting)

- Available Geos: Zip Code, City, DMA, State, Country
- *Congressional districts available*

Please consult with Search Team during RFP/RFI stage

Contextual targeting options such as:

Ad placements, Topic Targeting, keywords,
Apps, Pages and Videos.



Google Does Not Allow Audience Targeting For Political Ads

In-Market

Affinity

Detailed Demographics

Life Events

Topic Targeting Examples



LIBERAL

World News

News

News > Politics

News > Politics > Campaigns & Elections

Law & Government

People & Society > Social Issues & Advocacy



CONSERVATIVE

News

News > Politics

News > Politics > Opinion & Commentary

News > Politics > Campaigns & Elections

Law & Government

YouTube Channel/Website Placement Targeting Examples

Minimum of 7 YouTube Channels required!



LIBERAL

CNN	NYT
MSNOW	PBS
NBC News	C-SPAN
The Democrats	Pod Save America
DCCC/DSCC	MeidasTouch
NPR	State-specific
CNBC	Governor/Senator channels
Washington Post	LGBTQ/Black Lives Matter
HuffPost	Influencer channels



CONSERVATIVE

Fox News	NRSC/NRCC
Fox Nation	U.S. Dept. of Veterans Affairs
GOP	NRA
Republican Governors Association	State-specific Governor/Senator channels
Republican National Committee	Pro Life/Pro Arms channels
Donald J Trump	Bulwark

Google's policy doesn't allow you to target placements that promote hatred, intolerance, discrimination, or violence towards an individual or group. All campaigns are subject to the Google Ads advertising policies.

YouTube Keyword Targeting Examples



LIBERAL

Pro-choice voting
Liberal candidates
Liberal voting



CONSERVATIVE

Pro-life voting
Conservative candidates
Republican voting
Republican donations

Republicans and Democrats largely agree that family, friends and careers give them meaning in life – but differ on other factors including faith and health

% who mention ____ when describing what gives them meaning in life, among ...

Rep/Lean Rep

1	Family and children	49%
2	Spirituality, faith and religion	22
3	Friends, community and other relationships	20
4	Material well-being, stability and quality of life	17 (tie)
4	Occupation and career	17 (tie)
5	Society, places and institutions	16

Dem/Lean Dem

1	Family and children	52%
2	Friends, community and other relationships	23
3	Material well-being, stability and quality of life	21
4	Occupation and career	19
5	Physical and mental health	13 (tie)
5	Hobbies and recreation	13 (tie)

Note: Top five topics mentioned by each party are shown. Open-ended question. For more information, see "What Makes Life Meaningful? Views From 17 Advanced Economies," Appendix C.
Source: Spring 2021 Global Attitudes Survey, Q36.

PEW RESEARCH CENTER

Keywords will be specific based on initiative & could be declined due to sensitive topics.



POLITICAL ADS IMPLEMENTATION GOOGLE VERIFICATIONS & REQUIREMENTS



Google's Political Advertising Policies - Details

Why YouTube Has Political Verification Policies

- Protect democratic processes
- Increase transparency and trust
- Prevent abuse of micro-targeting: Highly personalized political ads can: / Exploit fears, biases, or misinformation / Deliver conflicting messages to different groups with no public scrutiny / Limiting targeting helps ensure accountability and fairness.
- Comply with federal and state laws and regulations
- Protect Google users and the YouTube platform

YouTube Defines Elections Ads As

- A current officeholder or candidate for an elected federal, state-level or U.S. territory elected office
- Example: President or Vice President of the United States, members of the United States House of Representatives or United States Senate, Governor, Secretary of State, or member of a state legislature
- A federal, state, or territory-level political party
- A state or territory-level ballot measure, initiative, or proposition that has qualified for the ballot in its state or territory

Google's Political Advertising Policies - Details

Verification Process – Working With **Basis**[®]

- All Google Ads Accounts must complete the verification process prior to launch.
- The Basis team will provide the Google Ads Account
- It is the client's responsibility to complete the verification form either as an Organization or Individual.
- Client certification/set up-normal turnaround time:
5-7 Days
- Creative swaps/approval:
typically 48 Hours
- State specific certification may also be required
- Information needed, but not limited to, includes:
 - ✓ Valid Federal Election Commission ID (FIC ID) or Federal Employer Identification Number (EIN)
 - ✓ Full name of authorized representative
 - ✓ Email address
 - ✓ Organization name



NEXT STEPS & CONSIDERATIONS



Planning/Inventory Strategy: FALL 2026

Monitor inventory availability in high demand/competitive races

Pricing Guidance for '26 Political Inventory

BIDDABLE INVENTORY:

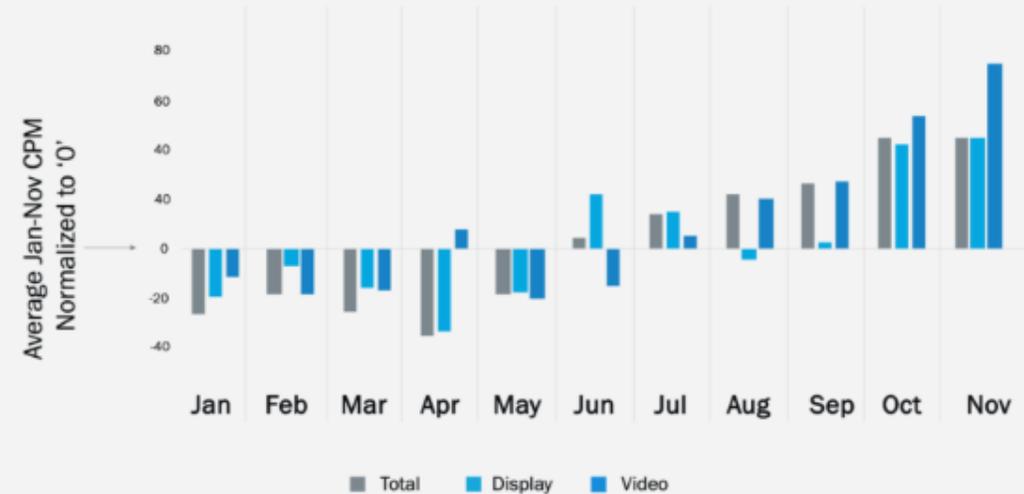
Ad CPMs Steadily Rose Above Average;
Video Prices Nearly Doubled in November

KEY TAKEAWAYS:

Advertising CPMs for political campaigns began steadily increasing starting in July and peaked at 40+% above average in October and November.

In November, video advertising CPMs nearly doubled the election cycle average price. It had already increased 50+% above average in October.

2024 Programmatic CPM Index by Month



Source: 2024 U.S. Elections Digital Ad Spend in Basis

Basis
Technologies

BasisElect



Dedicated
investment/media
buying team



Preferred
Pricing



Full service
support



Election
regulation/advertising
compliance team



Q&A



Basis Bootcamp: YouTube



Sean Duggan
VP Candidates & Causes
sean.duggan@basis.com



BasisElect

We look forward to helping you win...See you in March





APPENDIX

The Scale to Deliver. The Expertise to Win.

24

YEARS OF
EXPERIENCE

\$100M+

ANNUAL
GOOGLE ADS +
YOUTUBE
MANAGEMENT

\$1B

MEDIA SPEND
MANAGED
ANNUALLY

98

BRAND
PARTNERSHIPS

28

BEST PLACE TO
WORK AWARDS



Our deep investment in Google reflects a strategic commitment to measurable outcomes, driven by expert management across Search, YouTube, and PMAx.



Key Verticals:

Retail + D2C
Political + Non-Profit
Healthcare + Pharma
Food + Beverage
Financial Services
B2B

FORTUNE

AdAge

CRAIN'S

worklife

Additional Topic Targeting Examples

World News

News

News > Politics

News > Politics > Campaigns & Elections

News > Politics > Politics (Right)

News > Politics > Politics (Left)

Law & Government

People & Society > Men's Interests

People & Society > Religion & Belief > Christianity

People & Society > Family & Relationships > Family

Law & Government > Military

Law & Government > Military > Air Force

Law & Government > Military > Army

Law & Government > Military > Marines

Law & Government > Military > Navy

Law & Government > Military > Veterans

Health > Women's Health

Health > Men's Health

People & Society > Social Issues & Advocacy

People & Society > Social Issues & Advocacy > Ethics

People & Society > Social Issues & Advocacy > Discrimination & Identity Relations

People & Society > Ethnic & Identity Groups > Africans & Diaspora > African-Americans

People & Society > Ethnic & Identity Groups > Lesbian, Gay, Bisexual & Transgender

People & Society > Social Issues & Advocacy > Same-Sex Marriage

People & Society > Social Issues & Advocacy > Reproductive Rights

People & Society > Social Issues & Advocacy > Human Rights & Liberties

People & Society > Social Issues & Advocacy > Immigration Policy & Border Issues

People & Society > Social Issues & Advocacy > Poverty & Hunger

People & Society > Social Issues & Advocacy > Work & Labor Issues

People & Society > Women's Interests

GOOGLE'S POLITICAL ADVERTISING POLICIES - DETAILS

State & Local Elections Ads – Restrictions in Specific US States

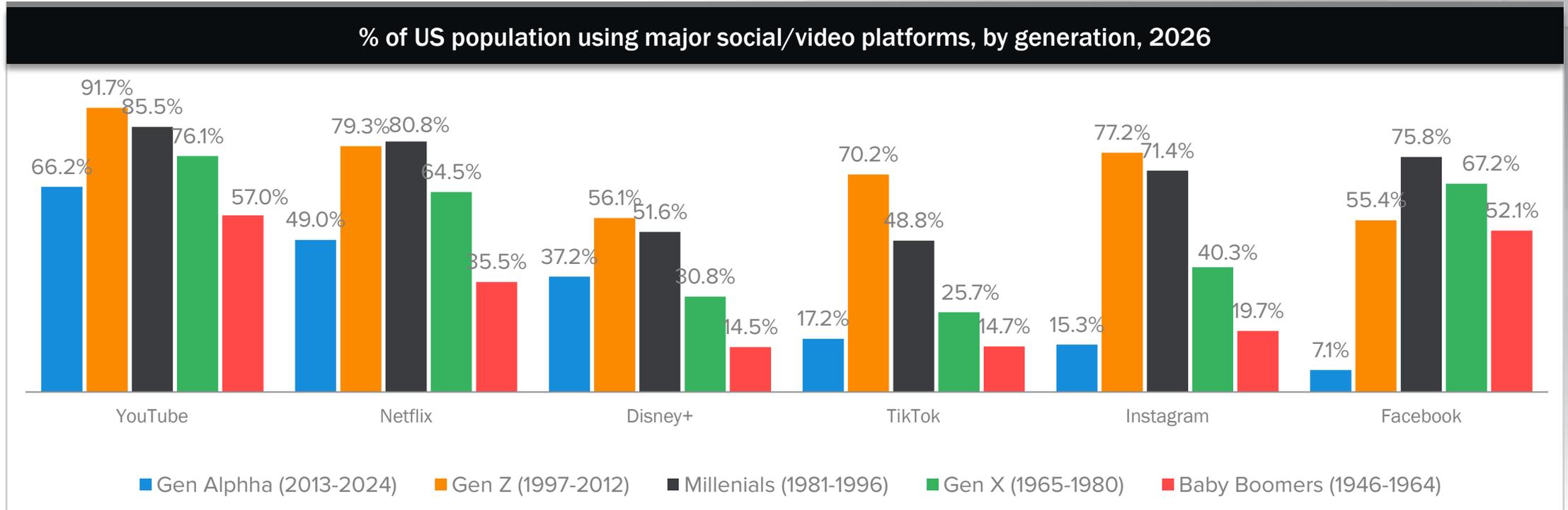
- **New Jersey and Nevada:** Ads related to ballot measures and candidates for local elections are **not permitted**.
 - Ads related to ballot measures and candidates for state and federal elections will be permitted.
 - Advertisers wishing to run state election ads in New Jersey must be verified by Google. https://support.google.com/googleads/contact/political_ads_states and also complete the [US Elections Certification](#) application as well.
- Ads related to ballot measures and candidates for state and local election are not permitted or have additional reporting requirements for the following states: **Idaho, Maryland, Nevada, New Jersey, Washington, New York, Virginia, Washington, and California.** **(is this updated?)**

BASIS Campaigns & Causes team can provide guidance on rules and restrictions as needed.

RESTRICTIONS ON ELECTION ADS IN THE UNITED STATES

- Political ads are **prohibited** on the Microsoft network (Bing/Yahoo).
- Google **does not allow** audience targeting for political ads (In-Market, Affinity, Detailed Demographics, Life Events).
- Elections and political content is prohibited to run on YouTube Mastheads.
- It is VERY IMPORTANT that videos are sent to the Search team for review as early as possible to ensure there are no policy violations or additional certifications needed.

YouTube is the only platform with truly cross-generational reach



YouTube reaches roughly 75–90% of Gen Z, Millennials, and Gen X and over half of Boomers, giving it the broadest reach of any major video platform. While TikTok, Instagram, and Netflix skew younger, **YouTube is the one platform that consistently connects every generation at scale.**