

Basis & Comscore: How CTV Reached 4.5M Incremental Local Voters In a Cost-Effective Way

THE CHALLENGE

A high-profile ballot initiative in California drew heavy linear spend from both sides of the issue. To reach new voters with counter-messaging, the campaign needed a smarter, more cost-effective approach to extend reach beyond saturated linear environments. The campaign turned to CTV as a more cost-effective media buying strategy across four key markets (Los Angeles, Sacramento, San Diego, and San Francisco).

THE SOLUTION

Customized Targeting Strategies

The campaign deployed a precision CTV strategy using Basis' audience matching and Comscore insights, targeting both known voter pools and identify new audiences. This significantly extended the incremental reach with limited overlap (6%) between CTV and linear viewership.

Tailored Partner Recommendations

With Comscore's Advanced Reach Measurement, Basis delivered detailed market-level reports and insights, uncovering new voter segments to target.

Regular Optimization & Support

Basis monitored campaign delivery daily and optimized placements to maximize impact while controlling frequency. This approach maintained efficient exposure across channels throughout the campaign.

Custom Political-Approved Private Marketplaces (PMPs)

Basis built custom PMPs featuring premium CTV, OTT, and audio inventory approved for political advertising. This maximized the campaign's ability to reach voters in high-quality, compliant environments at scale.

ABOUT THE CLIENT

The client is a leading marketing and advertising agency specializing in political campaigns, combining strategic insight with agile execution to boost brand presence, deliver measurable digital results, and help clients reach the right audiences.

Industry:

Candidates & Causes
Marketing & Advertising

Company Size:

1 - 50 employees

Key Goals:

Increase ballot initiative awareness

Location(s):

USA

THE RESULTS

4.8M

Connected TV screens reached in four key markets across state

94%

New voters reached outside of linear TV (only via CTV)

4.5M

Incremental voters reached exclusively through CTV

5.1

Average frequency via CTV (Compared to 25.3 via linear TV)