

BUILT FOR POLITICS, DESIGNED FOR RESULTS

TargetSmart's Media Buying Platform (MBP) is a Demand Side Platform built for agencies that need to move fast, track performance, and maintain control across multiple campaigns.

- Greater control over media buying decisions
- Improved campaign efficiency
- Increased margin flexibility
- Clear, transparent reporting for clients

MBP SUPPORTS:

CROSS-CHANNEL EXECUTION

Display, Video, CTV, Native, and Audio in one workflow

AVAIL REQUEST GENERATOR

Plan your campaigns with up-to-the-minute availability based on budget goals and max avails

ADVANCED AUDIENCE TARGETING

Load first-party data & access TargetSmart Data with no fees

Access Third Party National Models

Target Contextually based on Keywords and Interests

POLITICAL DISTRICTS INCLUDED

Target Congressional & State Legislative districts directly using voter registration data and shapefiles, without uploading ZIP code lists and with no district leakage.

EARLY VOTE DATA FEED

Our early vote data is updated daily, use as an exclusion audience

BIDDABLE + RESERVED INVENTORY ACCESS

Open Exchange

PMP & Direct Deals

REAL-TIME OPTIMIZATION CONTROLS

Dayparting, Frequency, bid adjustments, pacing, ghost bidding

TRANSPARENT REPORTING & AD LOG-LEVEL ACCESS

Share unparalleled campaign metrics to help inform your clients' other programs

Learn Frequency and Reach live up to the minute in dashboard

Access impression level data with address and contact attribution

SOUTH JERSEY ASSEMBLY WINS

In the 2025 New Jersey State Assembly elections, TargetSmart combined data, polling, modeling, and digital media buying to support six Democratic candidates across three competitive South Jersey districts (LD 3, LD 4, LD 8).

The environment was challenging: Republicans had performed well at the top of the ticket in prior cycles, voters skewed socially conservative, 61% said the state was on the wrong track under a Democratic governor, and Republicans outspent Democrats significantly in some races (over \$1M against one LD-8 candidate alone).

With locally focused messaging and custom predictive modeling, TargetSmart's Media Buying Platform (MBP) was able to stretch a \$405,000 budget across all six candidates to reach key persuadable voters with the right message. By Election Night, all six candidates won while outperforming the top of the ticket, and the campaigns' custom turnout models proved accurate despite the historical unpredictability of off-year elections.

RE-ELECTING NORTH CAROLINA JUSTICE, ALLISON RIGGS(2024)

In a pivotal North Carolina Supreme Court race, the North Carolina Democratic Party (NCDP) partnered with TargetSmart to help Justice Allison Riggs retain her seat by a razor-thin margin of 50.01%. With just three weeks before Election Day, TargetSmart launched a high-impact digital campaign using MBP to boost name recognition and mobilize low-propensity voters.

The campaign strategically targeted four key voter segments—Black women, Native Americans, Latinas, and young voters—with tailored messaging. Ads ran across Meta, YouTube, Connected TV, and online video, placing over 1.8 million impressions with exceptional video completion rates (up to 99.3%) and precise targeting that excluded early voters. The results: 73% of targeted voters turned out. By optimizing voter engagement in real-time and delivering personalized messages at scale, TargetSmart played a decisive role in securing an eight-year judicial term in a closely contested race.

Need help?

Our team of experts is available to answer any questions you have. Use the QR code to contact us.

