choozle

Political Advertising Made Easy with Choozle

Extend your voter outreach and strategy with digital advertising.

With a track record of over 1,400 successful campaigns, Choozle is your ultimate ally in digital advertising, blending cutting-edge technology with expert political media services.

Ideal for political consultants, candidates, and campaigns, Choozle harnesses data fine-tuned for political targeting while maintaining transparent reporting that strictly complies with state and federal regulations.

OUR PLATFORM

Tailor-made for political strategies, the Choozle platform covers a broad spectrum of channels — including display, video, mobile, audio, and connected TV—to precisely target likely and swayable voters at local, state, and federal levels.

10 Ways Choozle Powers Political Advertising Campaigns

1 **SEASONED POLITICAL EXPERTS**

Entrust your campaign to Choozle's experienced team with decades of combined expertise.

2 **DEDICATED PARTNER**

Beyond a platform, we're your committed ally from campaign inception to completion.

3 **DATA-DRIVEN APPROACH**

Our data-driven approach ensures that your campaign resonates with the most relevant audience, maximizing its impact.

4 **FAST AND EASY VOTER LIST MANAGEMENT**

Easily upload and activate your voter list, including emails, phone numbers, or addresses, updating voter information swiftly and seamlessly and activating your voter list quickly.

5 **SECURE FIRST-PARTY VOTER AUDIENCES**

Incorporate your first-party voter audiences seamlessly while maintaining their security.

6 **ENHANCED TARGETING WITH THIRD-PARTY DATA**

Leverage data from leading political providers to refine and enhance your targeting capabilities.

7 **STRATEGIC LOCATION TARGETING**

Target your audience effectively using zip codes in crucial political districts, including congressional or legislative district targeting.

8 **TRANSPARENT CAMPAIGN REPORTING**

Gain access to transparent campaign reporting to see real-time results. This allows for continuous campaign performance monitoring, enabling quick adjustments to optimize effectiveness and maximize ROI.

8 **OPERATING AT NEWSCYCLE SPEED**

Stay ahead of the curve with our ability to operate at the speed of the news cycle, delivering seamless campaign management and rapid adjustments.

10 **REAL-TIME OPTIMIZATION**

Track, measure, and refine your campaign in real-time with advanced analytics for high-impact results.

LOCAL RACES OR BALLOT MEASURES

- **Utilize Factual's Ready-to-Use Political Segments:** Reach known residents in specific US congressional districts by leveraging Factual's ready-to-use political segments.

- **Access Semcasting's Voter Data:** Tap into Semcasting's voter data, covering the local and national registration history of over 180 million voters and donors.

- **Activate First-Party Audience Data via LiveRamp:** With direct access to LiveRamp, activate first-party audience data to target your voters across display, mobile, and video channels.

STATE RACES OR BALLOT MEASURES

- **Create Custom Political Audience Segments:** Design your political audience segments based on nuanced behaviors and audience visitation histories relevant to state races. For example, target veterans and key decision-makers in state capitals using detailed behavioral data. Choozle's platform allows for precise targeting to engage specific voter groups effectively.

- **Leverage LiveRamp for Voter First-Party Data:** Activate your voter first-party data seamlessly through Choozle's direct integration with LiveRamp.Reach voters with personalized messages tailored to their interests and affiliations.

- **Activate Audience Data Across Multiple Channels:** Utilize audience data activation to reach your voters across various digital channels, including display, mobile, video, connected TV, and audio.

CONGRESSIONAL RACES OR MULTI-STATE ADVOCACY GROUPS

- **Utilize Leading Political Data Providers:** Design your political audience segments using data from trusted political data providers such as Data Trust, i360, L2, TargetSmart, and more. Access comprehensive voter data to target specific demographics, interests, and affiliations relevant to congressional races and advocacy groups.

- **Leverage Location-Based Targeting:** Whether targeting points of interest (POI), event marketing, or polling location awareness, Choozle's geotargeting capabilities enable precise targeting to engage voters effectively in congressional races and advocacy campaigns across multiple states.

- **Activate Audience Data Across Multiple Channels:** With synchronized messaging through cross-device and household extension products, ensure consistent and impactful communication with voters across all platforms.