PERSUASION SCALED

The Republican Party Have Aggressively Leveraged Digital Media

Democrats Have The Ability to Do This Too, But Largely Have Not

Operating responsibly within a fragmented digital ecosystem

The Path to tipping the scale in key races on November 3, 2020

**(Senate, House, and Presidential)**

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Democrats always cede half the field of battle

In the war of media influence, it makes no sense to give the opposition the freedom to do/say as they please

Hundreds of groups vie for dominance here

Biden
Biden-aligned groups (Priorities USA, Lincoln Project)
Trump
Trump-aligned groups (America First PAC, Committee to Defend the President)
Democratic Party and aligned groups
Republican Party and aligned groups
Voter registration groups, partisan and nonpartisan

Only Trump and his partisans are here

TOVO TAKES THE FIGHT TO THEIR DOORSTEP

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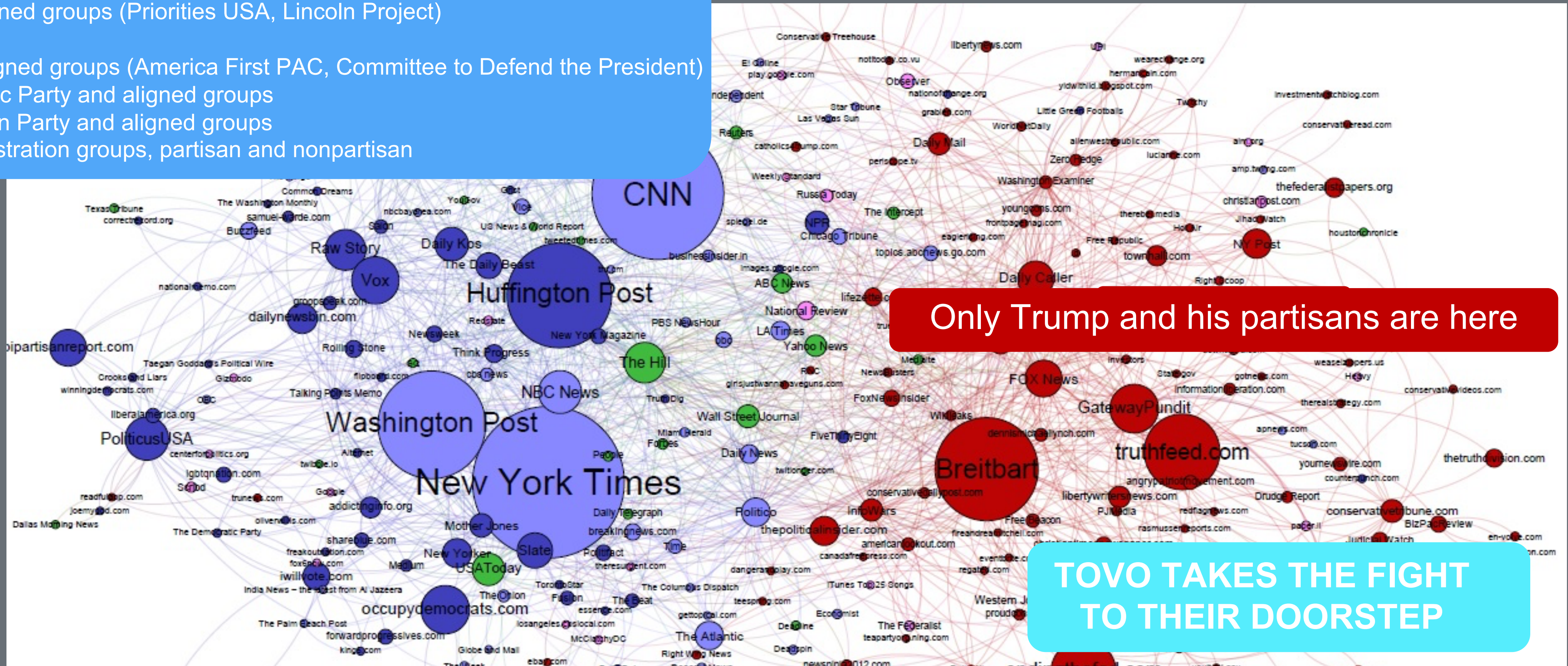
This is About Micro Action, Leveraged at a Macro Scale

The Approach Must Change

Integrated media campaigns to drive outcomes and influence

Take advantage of all aspects of the digital ecosystem

Social media and DSPs allow for targeting ANYONE

Leverage all relevant digital ad inventory on the open market

TEST, LEARN, OPTIMIZE, APPLY

Success is more than just buying ad inventory

This needs to end to create an even playing field

Messaging must speak to the 'values-language' of the base with content that resonates

All to reinforce a narrative with a final outcome: demobilizing a portion of the opponent's base

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≡ *First and foremost 100% donor transparency*

Accepting the past means accepting the broken model around
how political marketing is funded, particularly
the lack of accountability and transparency

- Accountable, granular, measurable activity on all paid media on behalf of donors

- Responsible data practices

- Transparency in budget allocation (clear investment strategy)

- Pricing at market rates (no arbitrage and hidden revenue)

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Using Data The Right Way

Sophisticated segmentation protocol to make sure we reach the right people against the right profile/traits/online behaviors

Standard Audience Development and Trafficking

Combined with Advanced Audience Insights

Behavioral Triggers:

Social
Search
Walled Platforms
Publisher Direct
Media
Session Journey
CRM/Email
Data Inclusion
Custom research
Historical Performance

Actionable Outcomes:

Strategic Direction
Audience Refinement
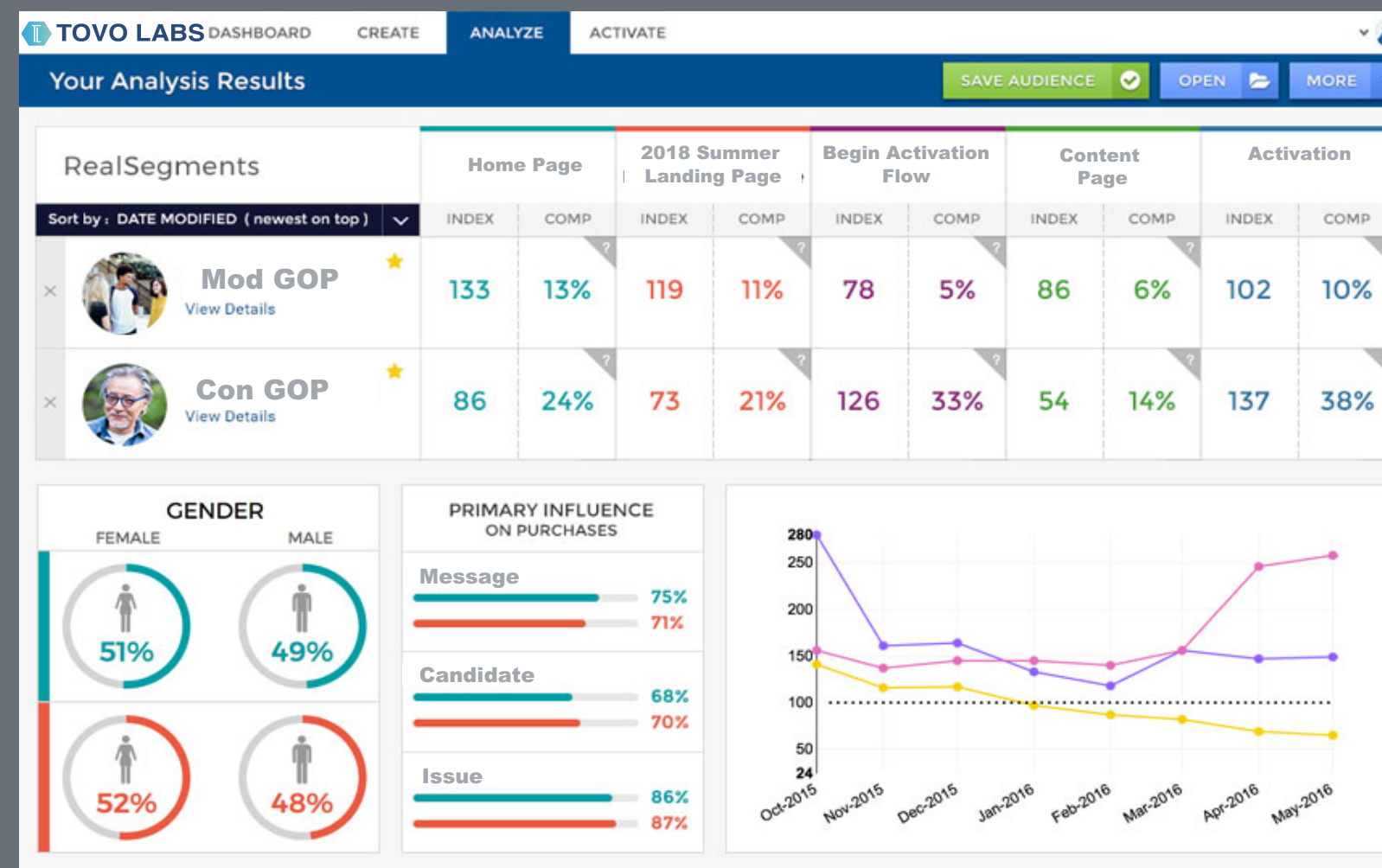Personalization
Creative Messaging
DCO
Enhanced Engagement
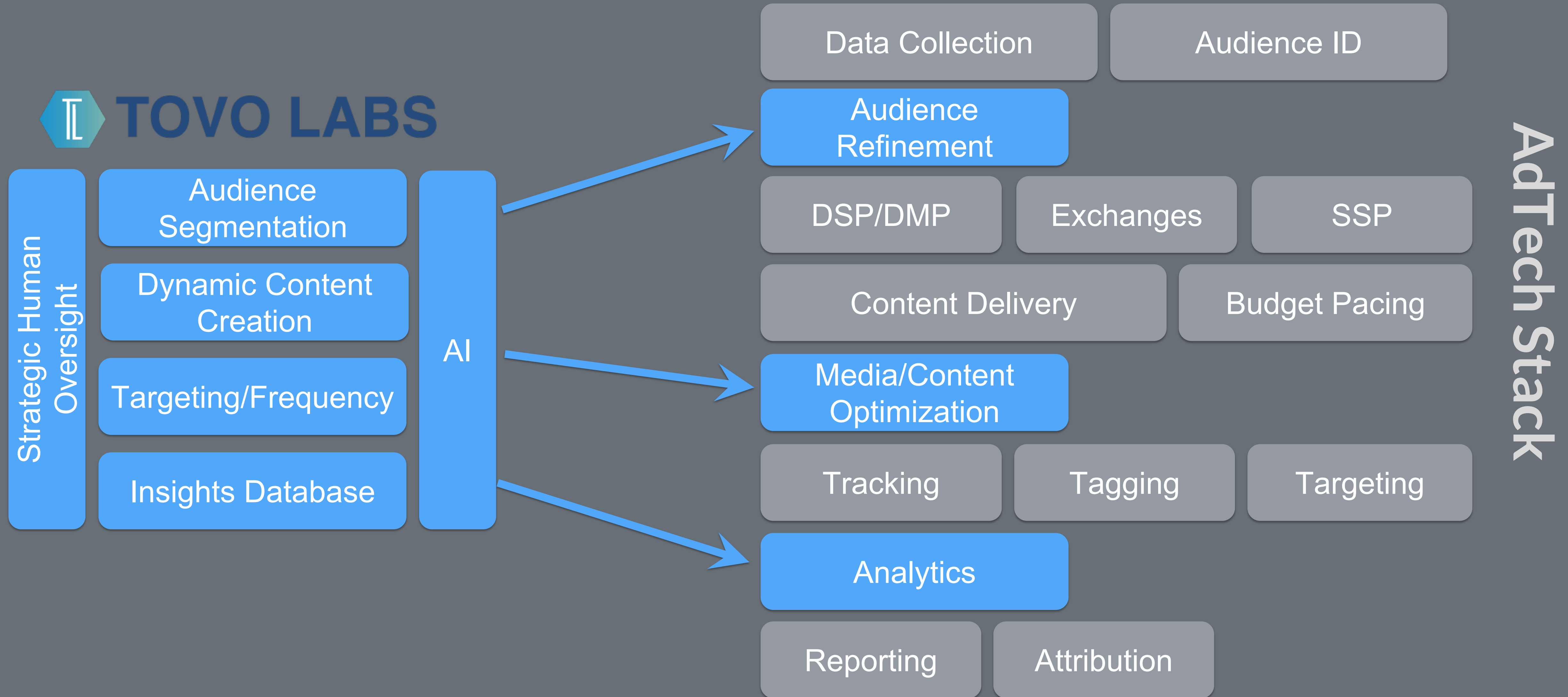Targeting Optimization
Cost Efficiencies
Reach/Frequency Control
Cross Channel Synergy

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Leverage Existing Technology To Scale Effectively

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Data Collection	**Audience ID**	

Audience Segmentation

Dynamic Content Creation

Targeting/Frequency

Insights Database

Strategic Human Oversight

AI

Audience Refinement

DSP/DMP	Exchanges	SSP

Content Delivery	Budget Pacing

Media/Content Optimization

Tracking	Tagging	Targeting

Analytics

Reporting	Attribution

AdTech Stack

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Real Content, Real People, Dynamic Personalization

Via the deployment of predictive creative asset management technology allowing for scaling real DCO
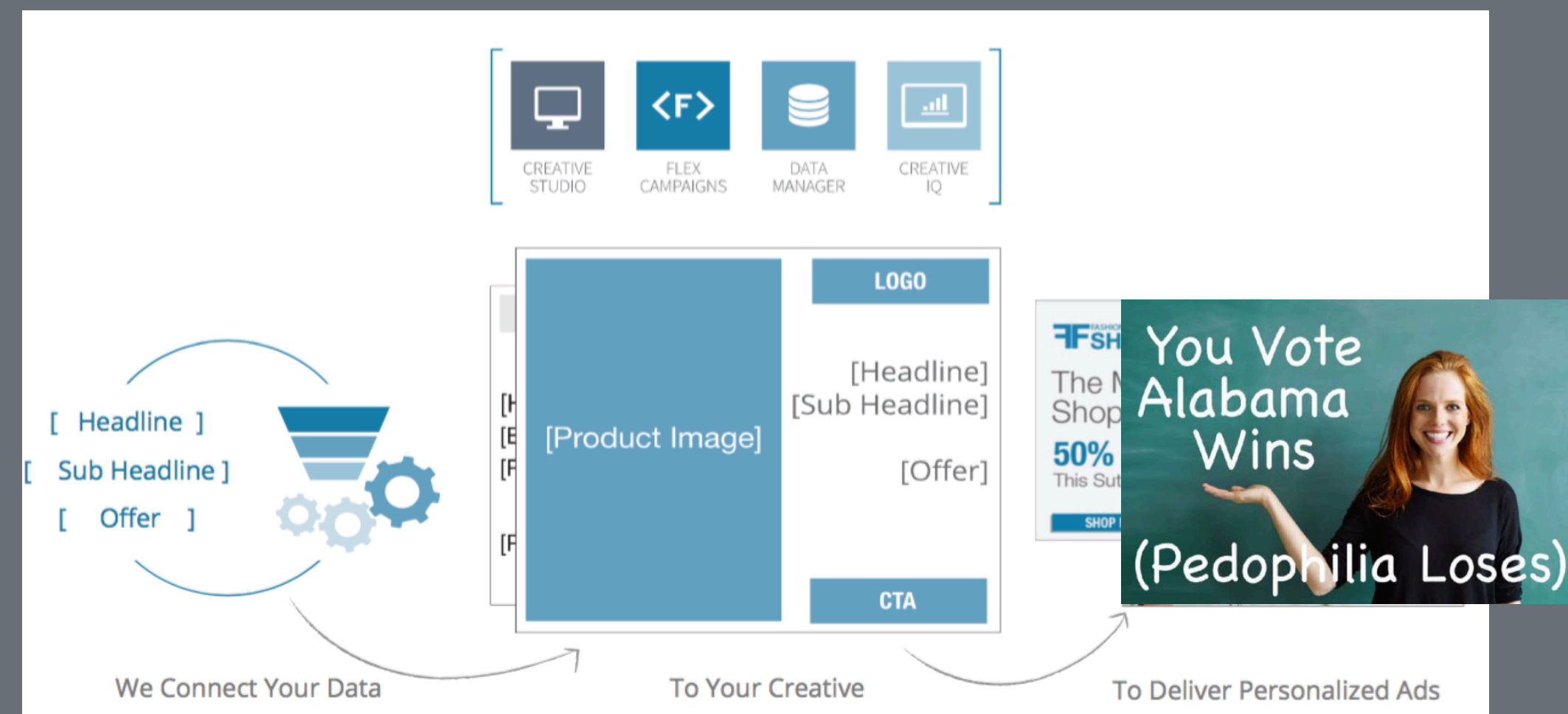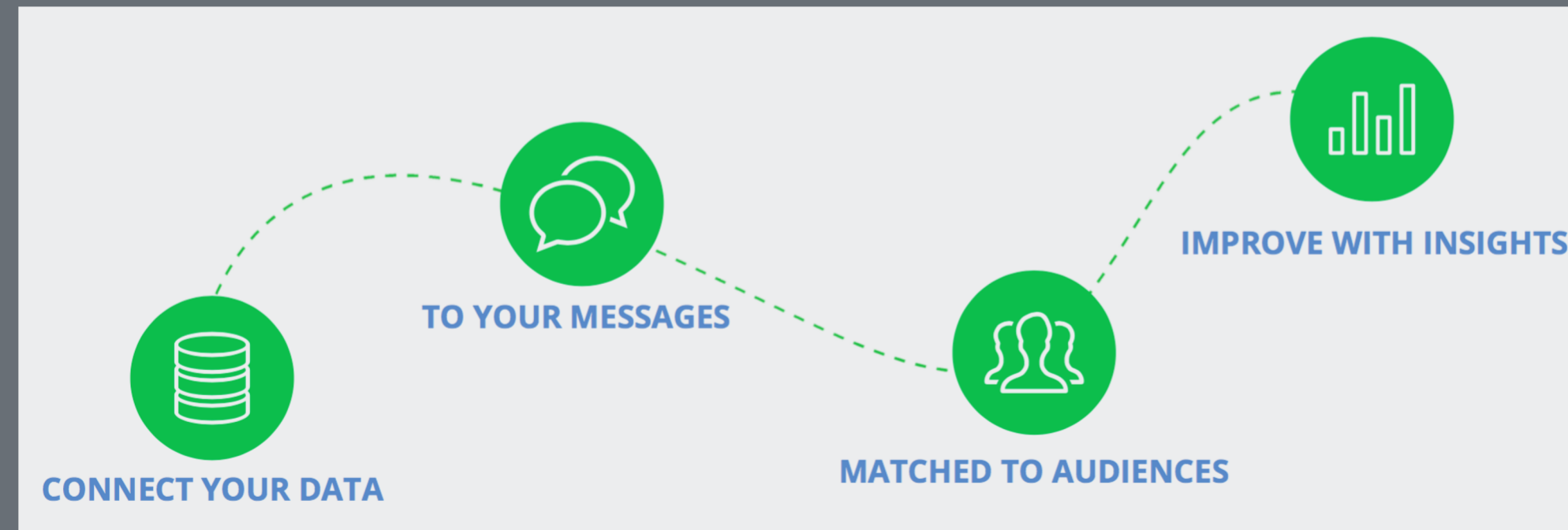
Develop message sequence for frequency-to-action optimization by IP

Create custom if-then rules to make messaging unique and relevant (*creative bank and/or one-offs*)

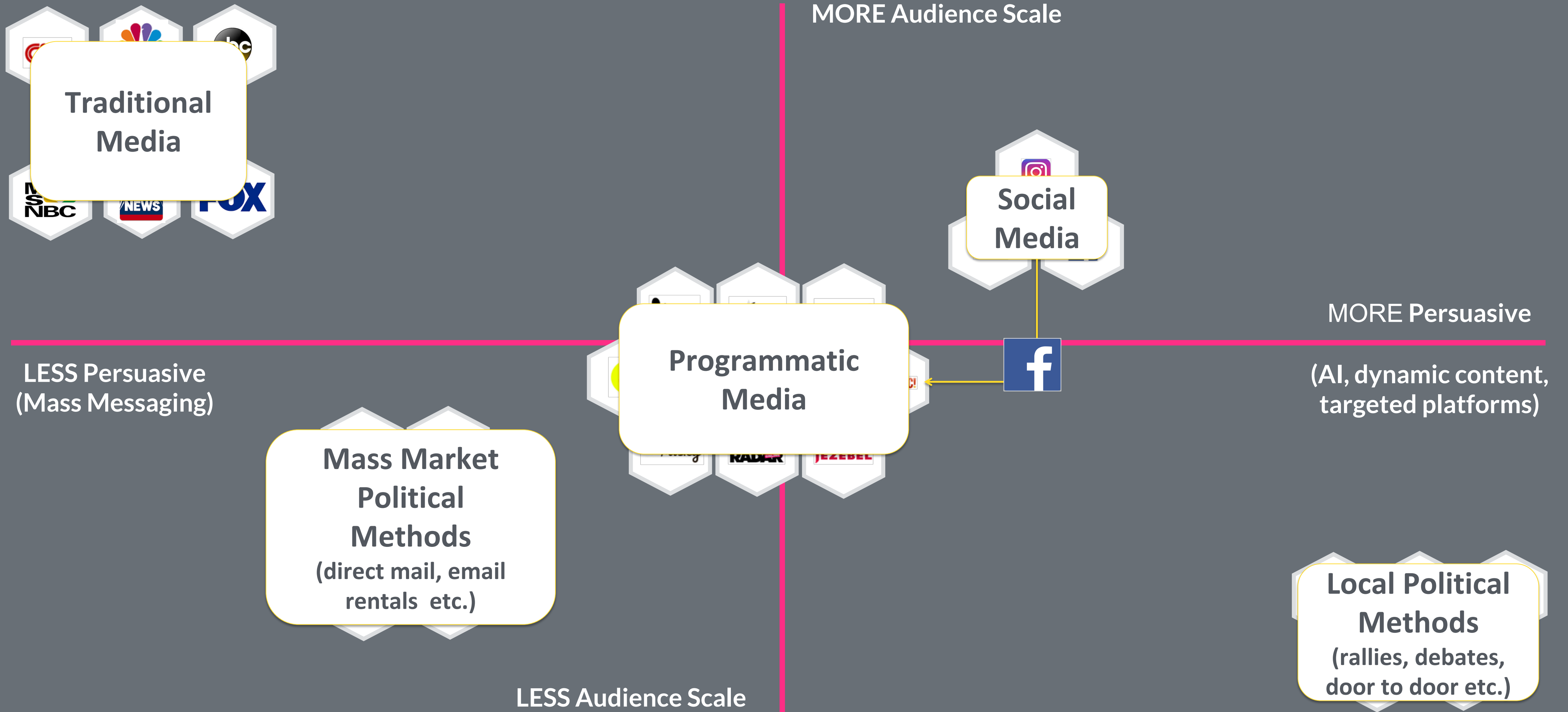Dynamically respond to event and behavioral triggers for relevancy/timeliness

Schedule changes automatically to be more specific in micro-messaging

In-ad analytics with real time updates

Improved campaign launch and optimization timelines

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Changing The Media Planning Model

Generate greater data accuracy and as a result deliver smarter media exposure choices that can scale quicker

MORE Audience Scale

Traditional Media

Social Media

MORE Persuasive

LESS Persuasive (Mass Messaging)

Programmatic Media

(AI, dynamic content, targeted platforms)

Mass Market Political Methods
(direct mail, email rentals etc.)

Local Political Methods
(rallies, debates, door to door etc.)

LESS Audience Scale

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Transparency.
Real People.
New Processes.
Technology.
Localization.
Real Content.
Influence.