

# STRATCOM

## Programmatic Ads

MICROTARGETED  
ADS THAT FIND YOUR  
AUDIENCE ONLINE

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Stratcom is pleased to announce we now offer a next-generation Programmatic Ads service. A highly efficient and innovative digital advertising tool to empower your campaign. Programmatic ads combine cutting-edge technology with a data-driven approach to ensure your message connects with the voters, residents or audiences that matter most.

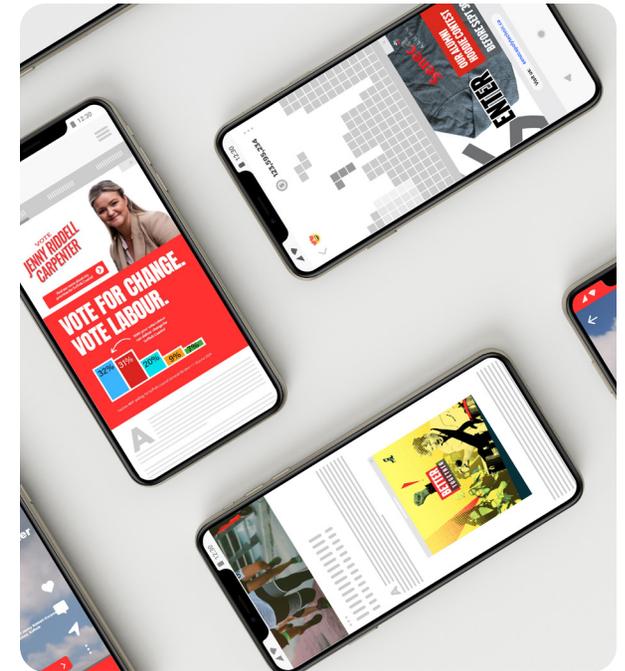
### WHAT ARE PROGRAMMATIC ADS?

Think of the ads you see online every day:

- The short video before you watch a news clip or to continue with a mobile game? That's a Programmatic Ad.
- The banners on top of a website or alongside a news article? Those too.

These ads don't appear by chance— they're placed there using a technology that works like a super-fast, highly efficient auction. In milliseconds, it matches your ad with the people you most want to see it.

Programmatic ads go beyond social media, reaching a wider audience with higher viewership. While social media ads are useful for mobilization and supporter acquisition, programmatic ads are the better choice for maximizing reach and ensuring your video or ad gets seen.



“

*Stratcom UK/Rubikon's support was critical, in order for me to reach my audiences online, at pace and with impact. Without their support we would not have reached our target voters in the short timeframe we had. The team were invaluable in helping us deliver a Labour win in our seat, helping to make history.”*

**Jenny Ridell-Carpenter,  
Member of Parliament for  
Suffolk Coastal**



## HIGHEST-ENGAGEMENT PLATFORMS FOR RIDDELL-CARPENTER'S CAMPAIGN:

### Media placement - Banners

BANNER IMPRESSIONS		TOTAL: 329,867
TOP 10 IMPRESSIONS	NAME	
	Happy Color®	
	Wordscapes	
	Hexa Sort	
	MSN	
	Jigsaw Puzzles	
	The Sun UK	
	Vinted (Clothes)	
	Block Blast	
	Live Score	
	East Anglian Daily Times	

### Media placement - Videos

VIDEO IMPRESSIONS		TOTAL: 60,597
TOP 10 IMPRESSIONS	NAME	
	Mumsnet	
	Jigsaw Puzzles	
	Sudoku	
	Pixel Art	
	Mirror UK	
	Express UK	
	Block Blast	
	Genius (Lyrics)	
	Blockudoku®	
	Solitaire	

## PROGRAMMATIC ADS USE ADVANCED TECHNOLOGY FOR:

### Targeted Advertising

- ✓ Ads tailored to your target geography and audience using demographics, location, voter priorities, and individual or small-group data.
- ✓ Real-time bidding for ad placement on high-traffic websites, apps, and platforms.

### Cross-Platform Reach

- ✓ Coverage across top Canadian websites, such as CBC.ca, TheGlobeAndMail.com, and PostMedia websites; streaming platforms like Roku; and popular games such as Candy Crush, Subway Surfers, and Clash of Clans... plus specialty channels and niche websites your target voters frequent—reached efficiently and cost-effectively.

### Real-Time Optimization

- ✓ Continuous tracking of ad performance with adjustments to maximize engagement and impact.

### Voter Segmentation

- ✓ Precise targeting for persuadable voters, undecided segments, and core supporters.

### Creative Adaptation

- ✓ Tailoring your pre-existing assets to fit the wide variety formats needed by publishers. Creative development and production are generally not included, but can be provided on request.

Cost starts at just  
**\$5,000**

Call us to find out more.

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