

Maximize Your Political Campaign Impact with Index Exchange

Seizing the right opportunities to engage voters is crucial in the fast-paced political media landscape. With Index Exchange, you can harness the power of programmatic buying and streaming TV advertising for your political campaign.

Programmatic buying enables you to reach your audience with data-driven precision.

Streaming TV, capturing [38.7% of total TV usage](#), offers unparalleled scale as viewership soars.

Partner with Index to navigate the dynamic political media landscape

Political advertising challenges

Index solution

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| <p>01 Political marketers demand quality, but media owners are selective</p> | <p>Access premium media owners at scale.
Expand your reach across all screens and devices on premium streaming TV and digital publishers.</p> |
| <p>02 Media owners' creative approval processes delay campaign launch</p> | <p>Launch immediately.
Streamline creative approval with our expedited process for faster campaign deployment.</p> |
| <p>03 Limited transparency impacts ad placement and campaign optimizations</p> | <p>Gain complete control.
Our strict approach to transparency ensures your ads appear exactly where you want them to, maximizing campaign effectiveness.</p> |
| <p>04 Staying ahead in an ever-changing media landscape during an election year</p> | <p>Tap into Index's political expertise.
Leverage our insights for strategic campaign timing and inventory selection to maximize your impact.</p> |

Go beyond streaming TV



Streaming TV



Online video



Outstream video



Cross-device display



Native display



Mobile app

Maximize Your Political Campaign Impact with Index Exchange

Gain a strategic advantage in political advertising with our consultative deal support

Leverage our in-depth knowledge of the political media landscape to create targeted and impactful campaigns that resonate with voters and drive your message home.

Curate inventory with streaming TV Inventory Packages

Accelerate your political campaign with our ready-to-go inventory packages, ensuring you stay ahead in the race. Select from a diverse range of content categories, allowing you to target your audience effectively and make an impact.



News



Local news



Business and
finance



Sports



Entertainment

Index Exchange is a global advertising marketplace enabling media owners to grow revenue by helping marketers reach consumers on any screen, through any ad format.

We're a proud industry pioneer with nearly 20 years of experience accelerating the evolution of ad technology for the world's leading experience makers.

As a trusted partner and ally, our aim is to deliver total market efficiency and value for the programmatic ecosystem at large. Through the transparency of our technology, dedication to innovation, and long-standing customer relationships, we lead through change.

Headquartered in Toronto, we have more than 500 Indexers around the globe who are dedicated to building a safe and transparent marketplace that provides a trusted experience for consumers.

To learn more, visit: www.indexexchange.com or [@indexexchange](https://twitter.com/indexexchange).