

# The Ad Platform: How Political Advertisers Are Reaching Voters Through Digital Media

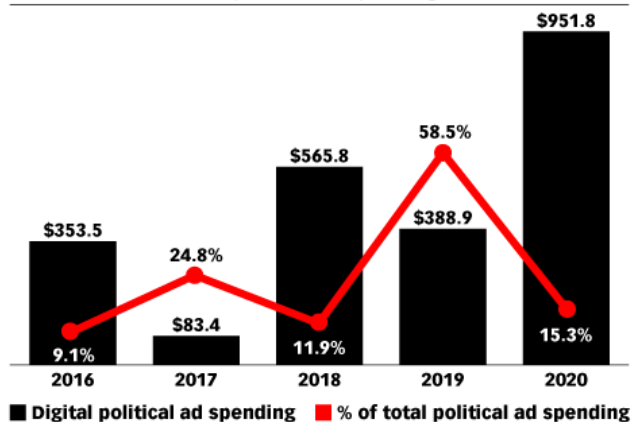
**AUDIO** |

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2020 has shaped up to be an unusual presidential election year, to say the least. Grace Briscoe, vice president of Candidates + Causes at Centro, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss how political advertisers are leaning on connected TV, audience targeting, Facebook and more as they work on fundraising and getting out the vote.

### US Digital Political Ad Spending, 2016-2020

millions and % of total political ad spending



Note: includes advertising related to federal, state or local politics, including elections and lobbying activities; includes advertising directly related to legislative and regulatory issues  
Source: eMarketer, Feb 2020

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