

Sage Media drives 22% incremental voter reach with programmatic CTV



With the fast pace of political campaigns, there’s no margin for wasted impressions or inefficiencies. By moving CTV buying from multiple vendors into StackAdapt, Sage spent less time navigating fragmented execution and more time responding to the needs of the race.



5x
message penetration versus linear TV.



22%
increase in unique voters reached.



Sage Media manages the planning, buying, and analysis of media for progressive campaigns and causes. Their award-winning team uses real-time data and platform expertise to build adaptive political strategies.



StackAdapt is an omnichannel advertising solution used by thousands of brands and agencies. The platform combines AI and machine learning with an intuitive user interface to drive high-performing campaigns and business outcomes.

THE CHALLENGE

An uphill race with no margin for media mistakes

In a competitive political race, every media dollar needs to work harder. Fragmented CTV execution can reduce transparency into programmatic placements and limit the ability to track and optimize performance across a campaign.

For Sage, this meant its hands-on-keyboard approach to balancing low costs with premium placements was battling against the fast-paced nature of political media buying. Consolidating CTV execution in StackAdapt offered a way to extend reach among key voter segments beyond linear TV, while gaining greater control over who the campaign reached and where ads appeared.



THE STRATEGY

Execution built for election timelines

1

Premium CTV supply at scale

Direct access to premium publishers and private marketplace deals provided greater control over inventory selection, stronger confidence in brand-safe delivery, and consistent access to high-quality supply across top-tier streaming environments.

2

Waterfall strategy powered by dimension allocation

Rank-Based prioritization and Dimension Allocation worked together to power an automated, waterfall-style strategy. The budget dynamically flowed toward top-performing, premium inventory tiers in real time—reducing manual intervention while maintaining consistent performance throughout the campaign.

3

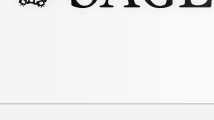
Voting visibility with incremental reach analysis

Incremental reach analysis, supported by in-platform ACR forecasting and measurement, confirmed CTV’s ability to extend exposure beyond linear TV and reach previously untapped likely voters — replacing the need for multiple tools or direct publisher relationships.



Executing and measuring cross-screen tactics in one place is critical to implement decisive optimizations and drive maximal voter reach in time-sensitive elections. With StackAdapt, the ability to track delivery, audience frequencies, and incremental reach gave us real-time data to leverage our programmatic placements and achieve winning outcomes for our campaigns.

Elisabeth Blossom
Digital Media Strategy Manager, Sage Media





CAMPAIGN EXECUTION

CTV earned its vote of confidence

With CTV execution in StackAdapt, Sage unified reporting, reduced manual lift, and gained greater visibility into audience delivery. Linear TV established broad awareness, while CTV deepened geographic reach and increased message penetration. Advanced frequency controls ensured sustained exposure without overexposing priority voters, maximizing impact during a closely contested race.



22%
net-new reach generated by the campaign, exposing unique voters not targeted by the linear effort.



11.7×
average frequency delivered by CTV, driving five times the message penetration of linear TV.



2.47%
overlap between linear and CTV, reinforcing the efficiency of the expanded media mix.



89.8%
incremental users among all programmatic reach, confirming minimal duplication with broadcast.



1.3M
impressions at a \$28.18 eCPM, with 78% served across premium publishers through sustained delivery.

Looking ahead

Sage’s election campaigns illustrate how StackAdapt’s automation, premium inventory access, and unified measurement can modernize traditional buying workflows. With greater control over campaign execution and a clearer view of performance, Sage gained the data-backed confidence to scale CTV as a core component of future campaign strategies.