

The Ad Platform: Where political advertisers spent on digital media in 2020

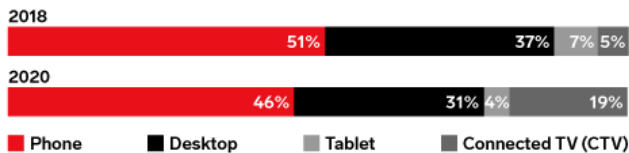
Audio



Digital political ad spending broke records in the 2020 election cycle. Grace Briscoe, senior vice president of candidates and causes at programmatic media firm Centro, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss what, when, and where political advertisers bought digital ads last year, how much attention they paid to connected TV (CTV), and why they love digital video ads so much.

Share of US Programmatic Political Ad Spending, by Device, 2018 & 2020

% of total



Note: among 400+ campaigns that used Centro to manage political digital ad buying for 2018 state/local elections

Source: Centro as cited by company blog, April 14, 2021

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