Targeting
Political Intent

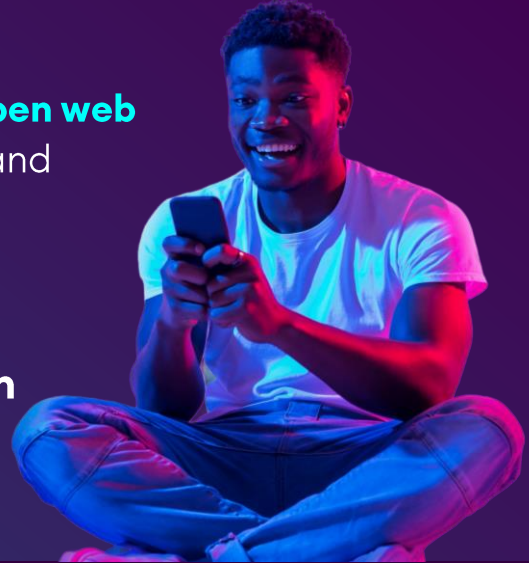**nano INTERACTIVE**

Nano is the end-to-end, future proof solution for the post-ID era.

Nano's LIIFT™ platform analyses **4.9bn+ Intent signals from the open web each day**. Campaigns run across environments where signal-loss and regulation have reduced targeting effectiveness, giving the best opportunity for scale and performance, **without using personal identifiers or device IDs.**

AI-powered Data Modelling   +   **Real-world Panel Research**   +   **ML-driven Intent Match**

WE ENSURE

- ✓ Independence from personal identifiers and full compliance with state-specific privacy regulations
- ✓ Accuracy at scale
- ✓ Absence of stereotypes and bias in the targeting strategy
- ✓ Fraud-free delivery

These data points allow us to target the CONSIDERATION JOURNEY

- ✓ Triggers – news and/or topics that initiate the consideration process
- ✓ Exploration – finding out more about the subject
- ✓ Evaluation of potential alternatives
- ✓ Final stages of the decision-making journey

Strategically target voters based on their unique perspectives

US Politics Intent Personas you can activate today

We have a multitude of political topics to choose from, see the following example US Voters Personas:

Undecided Voters	Find an example below
Wars and Foreign Policies	
Reproductive Rights	
Crime and Guns	
Climate	Get in touch for the full list

Nano led a bespoke research for every Intent Persona

Undecided US Voters
Bespoke Persona
US Q1 2024

dle aged groups are questioning their vs as they reassess their priorities in mid-life

Get in touch to request 30+ pages of findings and recommendations

40% 70% 56%
25% 41% 62%

Social media preferences differ by gender and should be considered when planning activity
74%

Example research: Undecided Voters

56% have voted for both parties in the past

85% think of the Cost of Living as a deciding topic

41% are currently unemployed

Choose how you activate with us

Managed IO	Activate via managed service for peace of mind
Deal ID	We can push these to any DSP of your choice
Direct Integrations	Activate our ready to use segments in complete autonomy

CLIMATE AWARE | iab. Gold Standard 2.1 Certified | tag | **nano INTERACTIVE**