SignalTap

Case Study

Reaching Persuadable Voters with Efficient, Privacy-Safe Media

Case Overview

Ahead of the 2025 election cycle, a national advocacy group partnered with SignalTap to **drive incremental awareness among independent and left-leaning voters.** The campaign spanned premium CTV, Video, and Display channels - with a focus on **privacy-safe contextual targeting, efficient media delivery**, and **clean supply paths** that bypassed inflated CPMs and legacy IO buying.

Using **SignalTap**, our proprietary curation and optimization layer, the campaign reached tens of millions of voters in trusted, brand-safe environments, all without relying on cookies or identifiers.

Strategic Highlights:

- **Incremental Reach to Persuadable Voters:** Activated semantic and behavioral signals to engage undecided, left-leaning, and independent audiences consuming issue-focused content.
- **Cost Efficiency vs. Norms:** CPMs (even on CTV) delivered **20–40%** savings vs. industry averages through curated paths and real-time supply filtering.
- **High Video Completion**: SignalTap drove **70–85% VCR** across SSPs, strongest in high-sentiment and news-adjacent environments.
- **Premium, Privacy-Safe Supply:** Executed only through curated supply on **PubMatic…**no MFA, brand-safe, and contextually aligned at scale.

Key Takeaway

This campaign showed that **intelligent supply curation and semantic targeting outperformed legacy political buying**. Prioritizing content quality, audience intent, and dynamic valuation enabled **efficient scale** and meaningful voter reach — with full transparency, flexibility, and no ID dependence.

Let's Build Smarter Together

Smart Curation, Meaningful Reach — We Deliver Results With Transparency and Intent

From awareness to action, SignalTap ensures your message lands in the moments that influence decisions, maximizing every dollar toward voter impact.

Let's talk about how **smarter curation** can power your next campaign.

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SignalTap by Mavern: Smarter Contextual at Scale

✳ SignalTap