

Advertising Strategies to Deliver Voter Reach for the 2026 Midterms

WHY POLITICAL CAMPAIGNS NEED DATA-BACKED STRATEGIES TO SUCCEED

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Resonating with voters today is more complex than ever. Media consumption is fragmenting, voter attention is splintering and growing distrust of messaging on digital platforms is pushing campaigns to rethink how and where they show up. Cutting through the noise now requires more than isolated tactics; it demands credible, multiscreen TV reach that meets voters wherever they choose to watch.

The good news is that reaching voters doesn't have to be complicated. To help candidates navigate the complex world of advertising this midterm season, Comcast Advertising analyzed **successful political campaigns** to identify emerging trends in voter behavior and help shape impactful strategies as the midterms approach.

Below are five proven strategies that can help campaigns connect with voters in the 2026 midterms:

01

← UTILIZE MULTISCREEN TV ADVERTISING TO BUILD CREDIBILITY

According to a 2025 Comcast Advertising survey conducted in partnership with global data company, Dynata, **64 percent** of people today rely on TV as their primary information source. The medium's combination of sight, sound and motion — whether streaming or traditional — establishes credibility and drives engagement better than any other method. In fact, viewers surveyed were **95 percent** more likely to say political ads felt authentic on TV compared to social media.

02

← KEEP CONSISTENT TOUCHPOINTS WITH POTENTIAL VOTERS

The highest reaching campaigns are consistent, with 77 percent being live for at least three months and **98 percent** for two months or more. That matters because voter decisions don't follow a strict timeline: According to the same Comcast Advertising/Dynata survey, 34 percent of voters make a choice in the final week, while 66 percent decide at least one month before, including half who decide three or more months out. Having early and consistent messaging live through Election Day can be the difference in reaching those voters, as well as helping to ensure advertisers reach absentee voters in time to inform their decision.

03

← **FIND SPECIFIC AUDIENCES WITH ADDRESSABLE ADVERTISING**

Data-first, targeted campaign strategies, such as **addressable advertising**, are critical for reaching key voter segments, providing value by reaching unexposed, underexposed and swing voters on streaming or traditional TV.

Based on a Comcast Advertising analysis of campaigns, 1 in 3 target households are reachable only through addressable TV, and 41 percent of swing-voter reach in a recent campaign was unique to addressable.

04

← **EXPAND REACH WITH PROGRAMMATIC**

Programmatic — an automated, data-driven TV buying approach — helps political advertisers fill inventory gaps and boost incremental reach. According to Comcast Advertising viewership data, in one campaign, shifting just 5 percent of media budget to programmatic streaming drove an additional **12.5 percent** incremental reach, allowing the campaign to reach 11 percent of total campaign households with minimal spend.

05

← **WORK WITH PARTNERS THAT PROVIDE ATTRIBUTION WITHOUT THE GUESSWORK**

For political campaigns, accurate attribution depends on using the same voter data for both activation and measurement. When campaigns target and measure against a **consistent household identity**, such as a physical address, they eliminate guesswork and can clearly see which voters were reached and where gaps remain. Building an audience once and activating it across channels ensures unified targeting, cleaner measurement and a clearer path to optimizing voter reach.

In a world where capturing voter attention is more challenging than ever, political advertisers need the right tools to effectively reach key voter groups in premium, engaging environments that drive action.

Comcast Advertising, an industry leader in multiscreen TV advertising solutions, powered by the market-leading technology of **FreeWheel**, is making campaigns simpler, faster, smarter and more effective so that political advertisers can deliver better results on Election Day.

Talk to an expert to get started.

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Unless otherwise noted, data are derived from Comcast Advertising survey, as well as campaign and viewership analyses (2024–2025), with FreeWheel modeling based on Buyer Cloud averages.