

Reaching Voters Through Premium Online **Publisher Partnerships**

MINT SQUARE

CASE STUDY



Reaching voters through premium online publisher partnerships

Partner: MINT Square

Client: CDU Rheinland-Pfalz

Channel: Display

Booking Type: IO / Programmatic
Guaranteed

Market: Rheinland-Pfalz, Germany

Subheadling: Navigating Political
Advertising Restrictions Through Direct
Publisher Partnerships



Objective

The objective of the campaign was to support the CDU's digital election campaign by securing scalable online reach across premium publisher environments while complying with current political advertising regulations while ensuring full compliance with the Transparency and Targeting of Political Advertising (TTPA) Regulation..

Challenge

Political advertising has become increasingly restricted across major digital advertising platforms. Due to regulatory requirements & platform policies, standard programmatic buying methods are often unavailable for political campaigns targeting EU citizens.

The challenge was to establish a compliant, scalable and brand-safe media setup that would still enable broad voter reach across relevant digital environments during the election period.



Example: Display Advertising - Mobile

Approach

To overcome these limitations, we developed a publisher-direct activation strategy based on individual agreements with selected premium publishers.

Instead of relying on traditional open-market programmatic buying, inventory was secured through direct IO and Programmatic Guaranteed bookings. This ensured full compliance with political advertising requirements while maintaining access to high-quality publisher environments.

MINT Square coordinated publisher negotiations, campaign setup, delivery monitoring and reporting across all partners, creating a centralized and efficient activation process for the CDU election campaign.

The campaign was activated across multiple premium publisher environments, allowing the CDU to reach voters within trusted editorial contexts throughout the election period while adhering to all applicable advertising requirements.



Example: Gordon Schnieder, CDU - state chairman

Results

Overall Results

- 2.18 million delivered impressions
- Average CTR of 0.23%

Campaign Insights

- Activation across multiple premium publisher environments
- Fully compliant execution despite political advertising restrictions
- Centralized campaign management across all publisher partners
- High visibility in trusted editorial environments throughout the election period

Election Outcome

- Successful support of the CDU digital election campaign during the Rheinland-Pfalz state election
- The CDU won the state election in Rheinland-Pfalz

If you want to reach audiences through
premium online publishers:



Reach out to your dedicated contact or write to us at
support@mint-square.com