Activating Political Segments with FreeWheel Streaming Hub

Delivering precision and speed in CTV for the 2026 midterms.

What you get

Always-on Library

Access full provider standard taxonomies directly

Tailor-made Segments

Target custom political segments designed to your needs

Premium CTV Supply

Maximize audience addressability with up to 90% match rates

How to activate

Find your segments

1. Navigate to **Audience Manager** > **New Audience**
2. Filter for "**Blockgraph**" as the Marketplace
3. Filter for your desired Provider

   **TargetSmart is only available via custom segment requests.*

Build your audiences

1. Choose your approach:
   - Standard segments: Available immediately
   - Custom segment: Available in 1-2 days
2. Select your targeting criteria
3. Run your campaign!

FAQs

Is a contract required with each political data provider to activate?

No — FreeWheel supports all political data providers across direct sold and programmatic workflows in Streaming Hub, SSP, Buyer Cloud, Curation Hub and through the Marketplace team, you can activate this data directly within those workflows too

What if I can't find a specific segment I need?

Request a custom segment, reach out to your FreeWheel Account team to kickoff the request

How often are political segments refreshed?

Daily to ensure current voter registration status, party switches, and propensity updates

What ID types are supported?

Political segments are sent to FreeWheel based on the Blockgraph ID and expanded to all ID types (e.g., MAIDs, CTV IDs, IP addresses) based on the FreeWheel Identity Network

FREEWHEEL

© FreeWheel 2026. All rights reserved.