Activating Political Segments with FreeWheel Buyer Cloud

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 Reach

Reach audiences at scale with up to 90% match rates

How to activate

Find your segments

1. Navigate to Line Item **Targeting** > **Segments**
2. Filter for "**Blockgraph**" as the Data Provider
3. Search for your desired Data 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!

DATA TRUST

L2 BETTER DATA BETTER DECISIONS

TUNNL

TargetSmart

resonate

FAQs

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

No — and if you're already buying with FreeWheel through the Marketplace team or publishers, 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

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