

REACH U.S. HISPANIC VOTERS AHEAD OF ELECTION DAY

ELECTION SEASON 2026 · U.S. HISPANIC VOTERS

Reach verified U.S. Hispanic voters and persuadable audiences across every channel, CTV, Social, Display & more, with deterministic first-party data.



U.S. HISPANIC POLITICAL OPPORTUNITY

36M+ U.S. Hispanic Eligible Voters.

51% of Canela's audience say they always vote in statewide elections.*

3x Canela audiences are more likely to be potential voters than the general population.*

44% of Canela's audience is registered to vote in their district of residence.*

*Scarborough USA+ (Current 6 months) 2025 Release 1 Total (Jul 2024 – May 2025), Canela Media Audience, Past 7 days

OMNICHANNEL VOTER CONTACT ACROSS EVERY SCREEN



Connected TV (CTV)

Reach voters on the big screen, streaming apps, smart TVs, OTT, beyond traditional broadcast buys.



TikTok & Meta

Activate on TikTok and Meta to reach voters mid-scroll, any time of day.



Programmatic Display

Data-driven display across the open web via your DSP of choice with seamless segment onboarding.



Digital Audio & Video

Extend reach into digital audio, online video, and streaming, same verified Hispanic voter audience.



Through Canela Media Audience Solutions, brands can reach **35M+ U.S. Hispanic** consumers with precision and scale through **1,170+ purchase and location-based segments available across your preferred buying platforms.**

SAMPLE SEGMENTS

- > Voter Indicator > Active Voter
- > Voter Indicator > Early Voter Status
- > Political Affiliation > Political Affiliation – Democrat
- > Political Affiliation > Political Affiliation – Independent
- > Political Affiliation > Political Affiliation – Republican

FIVE REASONS TO ACTIVATE CANELA AUDIENCE SOLUTIONS NOW

1. **Verified Hispanic voter data:** First-party, authenticated, not modeled.
2. **Ready-to-activate segments:** Pre-built audiences including Hispanic voters, persuadables, and issue-based groups.
3. **Cost efficiency:** Lower CPMs than broadcast and premium political inventory (3–5x more expensive).
4. **Omnichannel reach:** Activation across CTV, TikTok, Meta, display, audio, and more from a single audience source.
5. **Privacy-first & compliant:** Consent-based, cookieless data aligned with FEC and current privacy standards.

