TelevisaUnivision has Invested in the Tools & Platforms to Make it Easy for Campaigns to Deliver

THE RIGHT MESSAGE TO THE RIGHT AUDIENCE

Covering over 90% of

Hispanic Households, the Graph contains billions of data points and millions of identifiers, allowing campaigns to connect with voters.

Issue Intensity Index

Powered by **Loud Door**, it identifies voter [motivations] and measures persuadability

ViX 360

TelevisaUnivision's algorithmic digital buying platform enables campaigns to efficiently reach the Univision audience wherever they are

Custom Polling & Survey

TelevisaUnivision will conduct 72 waves of issue and candidate polling in the 2024 cycle

VAMOS TV Planning Platform

Powered by Tunnl, VAMOS allows agencies to plan and buy TV schedules using TelevisaUnivision proprietary segments, standard third-party segments or custom segments

