



adhese. simply adtech

political advertising

Political advertising requires the highest level of trust, transparency and control. With stricter EU rules, media owners need to prove who paid, where ads ran, and how targeting was applied. A chain is needed, that is simple, controlled, and transparent.

the challenge

Today's digital ecosystem often create:

- Limited transparency (black-box delivery)
- Too many intermediaries (budget leakage + risk)

Europe is introducing one of the world's strictest regulatory frameworks for political and issue-based advertising. The TTPA requires:

- Targeting is only allowed with explicit consent for data use specifically for political purposes.
- All political ads must be clearly identifiable, including transparent disclosure of the sponsor and the targeting techniques used.

the adhese approach

Adhese enables privacy-first, controlled political advertising, by simplifying the supply chain and putting governance back with the media owner.

This means:

1. no exposure unverified intermediaries
2. full transparency
3. controlled environments only

simply proof

Via our partner Adswag, Mediahuis Netherlands selected Adhese to support political advertising workflows with stronger compliance and transparency requirements. In Belgium Ads & Data selected Adhese as well as trusted partner for political advertising.



simply set up

What you get:

- Direct, transparent ad delivery
- Clear campaign control and reporting
- Privacy-first architecture aligned



Want to run political campaigns with more control and less risk? Email: philippe.degueldre@adhese.eu