



PharosGraph and AdImpact Partner to Deliver Real-Time Narrative and Competitive Intelligence for Political Advertising

AdScape™ integrates AdImpact's ad tracking intelligence into PharosGraph's narrative platform to show how campaigns are influencing voters in real-time

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PharosGraph and AdImpact today announced a strategic partnership to bring real-time ad tracking with narrative measurement to political advertising, enabling campaigns, agencies and advocacy organizations to better understand how campaign messaging is gaining traction with voters in-flight.

As the first application of the partnership, PharosGraph is introducing AdScape™ a new intelligence capability within its platform that directly integrates AdImpact's political advertising data, including ad creative, spend and location.

AdImpact provides the industry's most comprehensive view of political advertising activity, including ad creative, spend, placement, and market-level delivery. Combined with PharosGraph's hyperlocal narrative intelligence, AdScape™ helps campaigns move beyond simply tracking what ran to understanding what's working, where competitive pressure is rising, and where strategic adjustments should be made while media is still in flight.

AdScape™ helps campaigns:

- See where messaging is gaining or losing traction in near real time
- Identify competitive pressure before vulnerable markets deteriorate
- Understand which communities are driving movement and where risk is emerging
- Optimize spend, targeting, and creative

"Campaigns have never had a real-time view of whether their advertising is moving voters in the neighborhoods that decide elections," said Craig Teich, Co-Founder and President of PharosGraph.

"AdScape™ changes that. By combining AdImpact's comprehensive view of political advertising activity with PharosGraph's hyperlocal narrative intelligence, campaigns can see, block by block, how messages are landing, where competitors are gaining ground, and where to adjust while there is still time to act."

AdScape™ has already been applied in a live statewide ballot contest in Virginia, where the platform surfaced signals not visible through traditional tools, enabling course correction mid-flight rather than post-election.

As a result, AdScape™ identified:

- A +44% surge in opponent spending over a two-week window correlated with a two-point erosion in support, visible in real time rather than after the election.



- In key markets, opponents established two to three times share-of-voice advantages in vulnerable “Inoculate” segments before counter-messaging arrived.
- Nearly 1,000 neighborhoods shifted segment classification in a single week, signaling rapid changes in persuasion and risk across the map.

“This election cycle is already among the most expensive on record,” said John Link, Senior Vice President of Data at AdImpact. “As a result, campaigns and marketers are under increasing pressure to understand not only where advertising is running and at what scale, but whether it is actually resonating with voters. Through this partnership with PharosGraph, we’re helping campaigns connect advertising activity to real-time voter perceptions so they can make faster, more informed strategic decisions in-flight.”

The companies expect the partnership to expand beyond electoral campaigns into public affairs, issue advocacy, and broader influence environments where organizations compete to shape public opinion over time.

For more information, please visit www.pharosgraph.com

About PharosGraph

PharosGraph is a narrative intelligence platform that helps organizations understand how public narratives are forming, shifting, and influencing audiences in real time. Built at the intersection of AI, computational linguistics, behavioral science, and hyperlocal data intelligence, PharosGraph translates complex public discourse into actionable strategic intelligence at the neighborhood level, helping teams identify emerging momentum, competitive pressure, and where to act next.

Learn more at www.pharosgraph.com

About AdImpact

AdImpact is a leading advertising and market intelligence company delivering real-time visibility into advertising activity across traditional, digital, and emerging media platforms. Our platform monitors more than one billion daily TV ad occurrences, which power the industry’s largest ad catalog, with over 1.8 million unique creatives. AdImpact provides comprehensive coverage across all 210 U.S. markets and more than 41,000 ZIP codes, tracking advertising activity for over 90,000 brands—including over 19,000 local advertisers.

Through comprehensive, real-time ad intelligence, AdImpact enables organizations to track competitor activity, understand spending patterns, analyze messaging and creative strategies, and make faster, smarter media and business decisions. To learn more about AdImpact’s capabilities, please visit www.adimpact.com.

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