

Taradel Named Finalist for 'Most Innovative Poli-Tech Startup' at Reed Awards

New political advertising platform helps underserved candidates compete with data, media options, and self-service tools.

RICHMOND, VIRGINIA, USA, January 27, 2020 /EINPresswire.com/ -- Taradel LLC, a Virginia-based martech company, has been named a finalist for 'Most Innovative Poli-Tech Startup' at the 2020 [Reed Awards](#), a prestigious annual event hosted by Campaigns and Elections to showcase excellence in the political campaign industry.

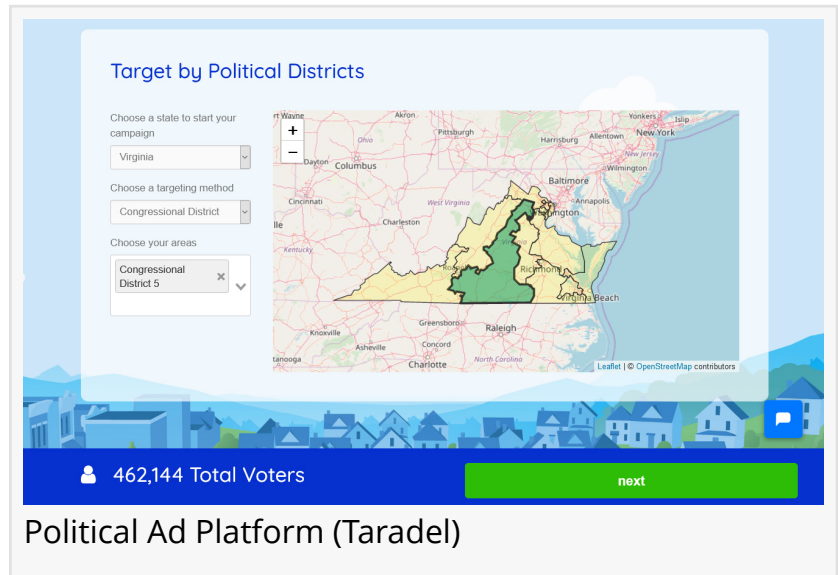
"We are honored be a finalist at the Reed Awards," said Jim Fitzgerald, founder and CEO of Taradel. "Any time you launch a disruptive technology, there's a bit of a leap of faith involved. This recognition goes a long way in validating our hard work and mission. The team is absolutely thrilled."

The company's self-service [political ad platform](#) enables candidates to quickly identify target voters and launch integrated direct mail and digital advertising campaigns. Key features of the non-partisan platform include a targeting tool for VTDs ranging from school precincts to congressional districts, built-in access to L2's database of 190 million regularly-updated voter records, and nearly one hundred free, professionally-designed ad templates.

“

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Jim Fitzgerald, CEO



Political Ad Platform (Taradel)

The 2020 Reed Awards will honor winners across 16 distinct category groups, representing the different specialisms of the political campaign industry, with distinct category groups for International (non-US) work, and Grassroots Advocacy work. Named after Campaigns & Elections founder Stanley Foster Reed, the Reed Awards embody excellence in political campaigning, campaign management, political consulting and political design.

Winners will be announced at the 2020 Reed Awards & Conference in Atlanta, GA on February 19-20.

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