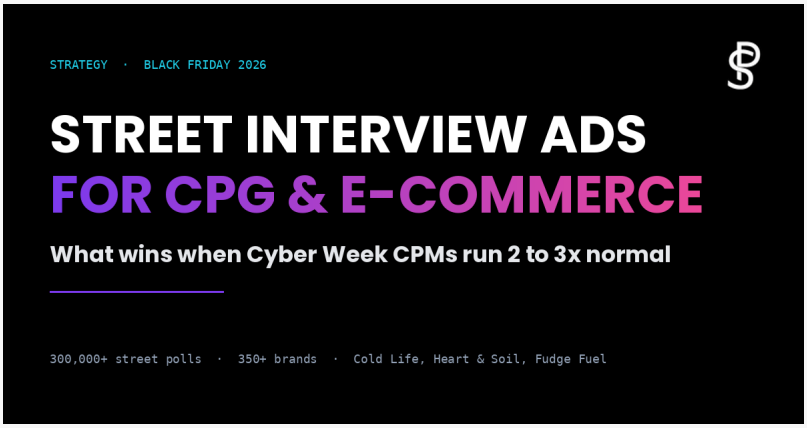
Street Poller Media Expands Authentic Human Content Platform for CPG Brands Ahead of Black Friday

New brand signings up 112% in 2026. Street Poller Ads expand across CPG and e-commerce; a Cold Life ad hit five figures in profitable daily spend in days.



MIAMI, FL, UNITED STATES, September 7, 2026 /EINPresswire.com/ -- Street Poller Media, the Authentic Human Content company, today announced the expansion of its Street Poller Ads system across consumer packaged goods and e-commerce brands ahead of the Black Friday and Cyber Monday shopping period.

Founded in 2020, Street Poller Media turned Street Polling, a format in which certified pollers capture unscripted reactions from real people in public spaces, into a performance-advertising system now used by more than 350 brands. The company reports more than 300,000 street polls captured to date and more than $25 million in monthly managed client advertising spend.

> Black Friday is where creative either earns attention or burns budget. Authentic Human Content earns it."
>
> *Shane Ginsberg, Founder and CEO, Street Poller Media*

New brand signings grew 112% from the first four months of 2026 to the following four, from 34 brands (January through April) to 72 (May through August), with July setting a company record at 22 new brands in a single month.

Street Poller Ads combine four components: genuine consumer reactions captured by certified pollers operating across six states, a proprietary human-response dataset built from six years of hook, reaction, audience, and performance data, owned distribution through the Street Poller audience network, and in-house paid-media execution across Meta, TikTok, and YouTube. Each new round of creative is informed by the measured results of the last.

The system was first proven in regulated and high-difficulty categories including crypto, fintech, consumer apps, and telehealth, where advertising policy is strict and creative fails quickly. The company is now applying the same system to consumer brands entering the most competitive advertising weeks of the year. Consumer clients include Cold Life and Heart & Soil.

During the first month of its partnership with Cold Life, a Street Poller ad was scaled to five figures in profitable daily ad spend within days of launch.

"Every agency can point a camera at a stranger. What we built over six years is the system around it: the data on what real people respond to, the distribution to prove it organically before a dollar is spent, the media buying to scale it, and the discipline to make every round better than the last," said Shane Ginsberg, Founder and CEO of Street Poller Media. "Black Friday is where creative either earns attention or burns budget. Authentic Human Content earns it. We proved that in the hardest categories in advertising, and consumer brands are now seeing the same result."

Street Poller Media operates a roughly 100-person production organization that produces more than 20 newly edited creative assets per day, supported by an in-house editing team and a creative archive spanning more than a dozen industries.

Consumer packaged goods and e-commerce brands preparing for the fourth quarter can request a Black Friday creative program at streetpoller.com.

About Street Poller Media
Street Poller Media is the Authentic Human Content company. Founded in Miami in 2020 by Shane Ginsberg, the company created Street Polling and built Street Poller Ads, a performance-advertising system that combines genuine human reactions, proprietary creative data, owned distribution, and paid-media execution. Street Poller Media has captured more than 300,000 street polls and worked with more than 350 brands across crypto, fintech, apps, healthcare, lead generation, consumer packaged goods, and e-commerce. Learn more at streetpoller.com.

Shane Ginsberg
Street Poller Media
+1 561-933-9202
email us here

This press release can be viewed online at: https://www.einpresswire.com/article/940356488

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.