



# MULTI-SOURCED SUPER VOTER FILE

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Power your digital advocacy with personalized multi-channel messaging. Our Political Marketing team combines over thirty years of experience on Capitol Hill with our superior data mining and technology to produce the Super Voter File. This unique database delivers results by combining voter lists with constantly updated consumer info, mobile and social contact data.

This unique master database replaces the duplicate and inefficient use of separate donor lists, voter outreach lists and voter registration drive lists.

## INDIVIDUALIZED POLITICAL MARKETING CAMPAIGNS

The Super Voter File contains billions of data points on over 280 million consumers with address, phone, email and mobile. Each record contains over 300 demographic and psychographic attributes. This list is overlaid with 120 million voter records from state voter files, wherever it's legal to obtain them.

You can run counts and pull lists based on demographic, lifestyle and voter history information.

## VOTER SEGMENTS AVAILABLE (PLUS DOZENS MORE)

- Gender
- Age
- Presence of Children
- Marital Status
- Religion
- Home Ownership
- Ethnicity
- Veteran in Household
- City, ST, ZIP, SCF
- Political Party
- Number Times Voted in Last 10 Years
- House District
- State House and State Senate District
- \*Propensity to Vote Next Election
- \*Conversion Propensity
- \*Social Influencer Score

Call your VDBS Account Manager to learn more about our proprietary scores based on over 100 data points.