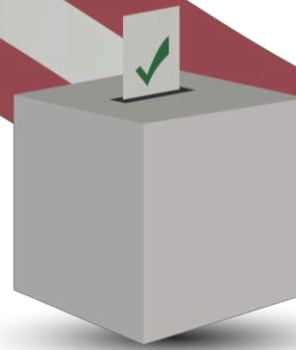# adstra Audiences

POLITICAL

The most comprehensive and current voter data available on the market, covering all 436 Congressional districts, sourced from over 4,000 election boards and state-level donor data. This party-agnostic data has fueled every successful US Presidential campaign for decades.

Our Foundations

- Election Boards, County Clerks, & Board of Registrars Voter data
- State-Level Donor data
- Election Return data
- Proprietary Lifestyle & Issue data
- Robust Demographic data

Our Differences

Coverage
- 99% of all US registered voters

Design
- On top of redistricting changes – updating as boundaries are redrawn
- Suppress absentee/overseas voters as these come in to ensure a responsive audience
- Multichannel application – display, mobile, video, direct mail, and advanced TV

Our Verticals

- Nonprofit/Fundraising
- Political Campaigning/GOTV
- Issue/Cause Support
- CPG Brands

Our Segments

- Political Affiliation by Party
- Voters by Demographic Attributes
- Voting History
- Issues & Causes by Type
- Voters by Congressional District
- High Dollar Donors

To learn more, or inquire about custom segments, email: **AudienceSupport@adstradata.com**

adstra the new ideal