



# Break through the noise and drive change.

*Capture the minds of donors and voters with data-driven targeting.*

## Party lines are blurring.

Due to unprecedented events taking place across our nation, political organizations have the unique opportunity to respond to the voice of the people - but that voice must first be understood.

Legacy voter lists are of little use in this effort with today's polarizing officials, events, and news cycles as many individuals are reconsidering political preferences. And with so many diverse views on a wide range of crucial issues, the need for accurate and timely research and data predicting voter behavior has never been greater.

## Why AnalyticsIQ?

As the first data company to infuse cognitive psychology into our consumer marketing database, PeopleCore, we know a thing or two about how an individual's values can drive their behavior.

Our political marketing segments don't rely on basic demographics. We use up-to-date and ongoing psychological research to uncover an individual's beliefs and motivations in order to understand their **current** political preferences and related behaviors as they stand today. Our work doesn't stop with data. Whether a local candidate or a national cause, we can help you maximize each marketing dollar effectively, across both traditional and digital channels.

## Reach the right people with the right message

AnalyticsIQ's political audiences are tailored for marketing across all permissible channels, such as direct mail, digital advertising, and advanced TV - ensuring that you're making a valuable impression with your ideal audience. Target those who are:

- Likely to be crucial swing voters
- Likely, unlikely, or unmotivated to vote
- Likely to have a recent intention to vote
- Likely to vote by mail
- Likely to be socially liberal, socially conservative, or socially moderate
- Likely to be Republican or Democrat
- Likely to donate to conservative or liberal causes
- Likely to donate \$50 or more to a political cause
- Likely to display certain channel behaviors as part of ChannelIQ

## Let's talk.

With voter intent being as dynamic as it has ever been, dynamic data is a must for all organizations asking for votes or donations this election season.

Are you ready to start using sophisticated data to grow your cause during this exciting time? Our flexible approach makes it easy and our audiences are available now. Contact us today at [sales@analytics-iq.com](mailto:sales@analytics-iq.com) to get started with your political marketing strategy.