

Transforming the Landscape of **Political Advertising**

Comscore and TargetSmart have partnered to create a joint solution, which combines Comscore's best-in-class cross platform viewership data with TargetSmart's industry-leading political data to provide the most granular and powerful planning and buying insights for television and cross platform currency.

Together, we're revolutionizing political advertising to optimize messaging and mobilization for 2024.



TargetSmart's Industry-Leading Political Data

VoterBase

National voter file containing all 263+ million registered voters in the United States.

ElectionBase

Historic election results and person-level vote history data for all elections since 2012.

Early & Absentee Voting

Live election data streams of early and absentee votes cast and requested mail-in ballots.

IntelliBase Platinum

Marketing file with demographic, lifestyle, behavior and affluence data points.

ContributorBase

16+ years and \$6.7 billion of political contribution data.

Predictive Models

Dozens of predictive model scores for predicting voter behavior, issue & candidate support and much more.

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Key Metrics on TargetSmart

- **80% Market Share** of the Democratic political data market.
- **1,000+ Audience Segments** ready to go for your campaigns.
- **Most expansive & frequently updated** voter file in existence.
- **Automated Early Vote Exclusions** to maximize your ROI.



Accredited by
Media Rating Council












**Awarded accreditation*
for both Local and
National TV**

*Excludes reporting of households overlaid with age/gender demographic breaks and households with demographic compositions.

**Certified for
National Currency
as a transactable cross-
platform solution**

Political Campaign Use Cases

 Voter Registration	 Voter Persuasion	 Fundraising
 Vote-By-Mail GOTV	 Election Day GOTV	 Early Vote Exclusions



As our clients begin preparations for the 2024 election, where political ad spending is projected to reach \$16 billion, this partnership, which combines TargetSmart's best-in-class political data with Comscore's industry leading media optimization tools, will allow for significantly improved voter targeting based on the content voters are consuming."

**Lindsey
Schuh-Cortés**
CEO

