

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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TargetSmart

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.



Awarded accreditation^{*} for both Local and National TV

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

Vote-By-Mail GOTV

U.S. Joint Industry National Currency Certified

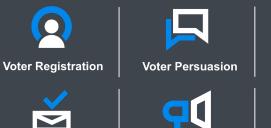
Certified for National Currency as a transactable crossplatform solution

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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

Political Campaign Use Cases





Early Vote Exclusions

Election Day GOTV