



Access the widest political audience reach in the market



adstra
Audiences
POLITICAL

Q: Do you need to leverage an unprecedented array of individual insights from current voting history, political party affiliation, issues and causes by type, custom segments on demand and demographic attributes?

A: We have a solution...

Adstra Political

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

Our Foundations

- State & County- Level Registered Voter & Donor Files
- Census Data
- Election Return Data
- Proprietary Lifestyle & Issue Data
- Social Profiles

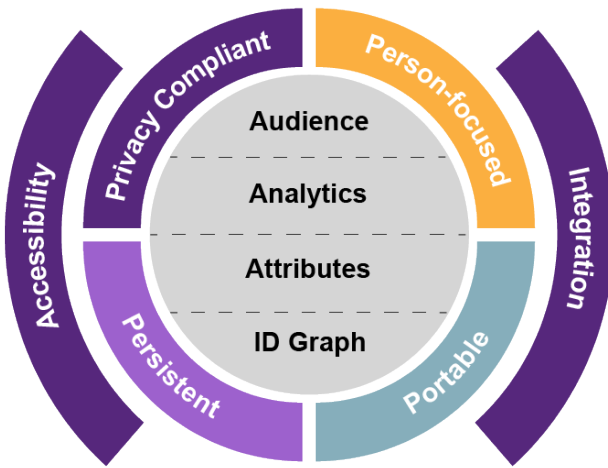
Our Differences

Coverage

- 99% of all US registered voters,
- 20% more than the competition

Design

- Based on Real World deterministic data, location/fact-based
- Multichannel application— display, mobile, email & mail



SEGMENTS

Political Affiliation by Party

Democrat, Republican, Independent

Voters by Demographic Attributes

Affluent Voters, Millennial Voters, Boomer Voters, Hispanic/Latin American Voters, African American Voters, and more

Issues & Causes by Type

2nd Amendment Supporters, Gun Control Supporters, Affordable Care Act Supporters/ Opposition, Multi-Cultural Donors & Supporters, Pro Life/Pro Choice Supporters, Tax Reform Supporters, and more

Voters by Congressional District

All 436 Congressional districts

Ideal Verticals:

- Fundraising
- Political Campaigning
- Issue/ Cause Support

Adstra: The 1st Data Bureau

Adstra maximizes value by ORCHESTRATING data across media and technology, in ways that drive customers' success.

Built with robust and persistent identifiers, Adstra enables action in both the known and anonymous realm, and across both off and online channels.

WHY ADSTRA?

Adstra dramatically increases the use of data, both identity and attributes, in the marketing and advertising industry.

We do this by making it safe and cost effective for brands and their partners to use data anywhere, anytime to improve any business outcome.

At Adstra, we allow safe, compliant and economic access to any form of data, with any form of identity and any form of applied analytics, for use in any medium to make decisions in real time or periodically.

No other provider does this with the same speed, flexibility, cost and restrictionless ease across all media.

To learn more, email:
connect@adstradata.com

adstra

the new **ideal** in data