



 **AccuData**
INTEGRATED MARKETING

A Guide to In-Demand Political Audiences and How to Target Them



Accurate voter data is essential to any campaign and can make or break elections.

AccuData leverages advanced techniques to link voter data so you can target the right people with the right message, enabling you to build awareness at each possible opportunity, online and offline.

Data-driven personalization is emerging as a central force in political communication. Political micro-targeting has the potential to enhance engagement and to make it easier and more effective for political parties and movements to communicate with potential voters and supporters.

Trust AccuData to drive successful political marketing campaigns. Our unrivaled access to the nation's best consumer data as well as our data analytics, email, and digital marketing capabilities enable political marketers to reach constituents in the micro moments that matter most.

In-Demand Political Audiences

Some of today's most sought-after political, voter, and donor audience segments are highlighted within this guide. Use these suggestions as conversation starters. And remember that in most cases, not only are these segments available for acquisition initiatives, they can be appended to loyalty lists as well. Please inquire about additional demographic and lifestyle variables that can be applied to further refine your audience.

Rely on your AccuData team to guide the audience selection process. Following a detailed discovery and consultation that includes a review of your marketing goals, we leverage a deep understanding of our direct marketing datasets to create an exclusive, customized audience.

Voter Data Attributes

- Registered Voters
- Voters by Party Affiliation (Republican, Democrat, or Independent)
- Congressional Districts
- Politically Liberal
- Politically Conservative
- Political Donors
- Conservative Donors
- Ethnicity and Religion
- Presence of a Veteran in the Household

Voter Profiles

- 2nd Amendment Supporters
- Active Military
- Animal Rights Supporters
- Border Security Advocates
- Environmentalists
- Evangelical
- Gun Control Supporters
- Healthcare Professionals
- Healthcare Reform
- Immigration Reform
- Interest in Educational Issues
- Likely to Have Health Insurance in the Workplace
- Marijuana Policy Reform Supporters
- Marriage Equality
- Military Supporters
- Organized Labor Supporters
- Persuadable/Swing Voters
- Pro Life or Pro Choice
- Teacher Unions
- Veterans



Donor Data Attributes

- Active Military
- Alzheimer's
- Animal Rights and Welfare
- Arts and Cultural Events
- Cancer
- Catholic Causes
- Children's Causes
- Environment/Wildlife
- Health Causes
- Human Rights and Welfare
- Military Donors
- Native American Causes
- Politically Conservative Donors
- Politically Liberal Donors
- Religious Donors
- Veteran's Causes
- World Relief/International Aid

Donor Propensities

- Charitable Giving Rank
- Number of Charities Donated To
- Total Dollars Donated
- Total Donations Made
- Propensity to Donate
- Mail Donor

Demographic and Lifestyle Attributes

- Adult Age
- Adult Date of Birth
- Buying Activities
- Children's Age
- Education
- Estimated Income
- Ethnicity/Religion/Language Spoken
- Gender
- Hobbies and Interests
- Home Value
- Homeowner/Renter
- Income Producing Assets
- Life Events
- Net Worth
- Number of Children
- Number of Generations
- Marital Status
- Occupation
- Presence of Children
- Presence of an Elderly Parent
- Vehicle Attributes



Reaching Different Generations

No matter the channel, communicating a relevant, useful message is key to creating successful engagements. Consider combining direct mail with digital marketing. The addition of direct mail aids in brand recall and for certain generational cohorts, is considered the most trustworthy of all marketing channels.



Direct Mail

- Direct mail is easier to understand, more memorable, and has a 75% brand recall rate, compared to digital-only versions where the brand was only remembered 44% of the time.
- 60% of Millennials, 56% of Gen Xers, and 59% of Baby Boomers stated that direct mail played an important role in their decision making.



Email

- 69% of Gen Zers report using email only for personal reasons. And since most traditional marketers target Gen Z through social media, their inboxes have less competition than their generational counterparts.
- Millennials spend more time checking email than any other generation. Those between 25 and 34 spend 6.4 hours a day checking their email, with more than a third checking work mail before they even get out of bed.



Video

- 1 in 2 Gen Zers and Millennials said they “don’t know how they’d get through life without video.”
- 89.2% of Millennials consume video on their preferred social media apps.



Most Valuable Channels for Research

- Gen Z: Social Media, 42% (and 54% said it is their top channel for influence)
- Millennials: Email, 67%
- Gen X: Email, 59%
- Baby Boomers: Direct Mail, 59%



Channel Recommendations and Creative Guidelines

No matter the selected channel (or combination thereof), please be aware that the use of certain political and voter-specific databases is regulated by individual states. Your AccuData Account Representative will provide guidance on how these restrictions may impact your client campaigns as well as providing recommendations for alternate sources as needed.

Restrictions may include the following content designations.



Political Use

Political communications are limited to those that pertain or relate to public policy or the administration of government. Political uses include but are not limited to elections, campaigns, voter registration, legislative, bona fide journalistic, public opinion, law enforcement, and other government uses as long as they pertain or relate to public policy or the administration of government.



Non-Commercial Use

Non-commercial communications include but are not limited to all political uses (as stated above) as well as nonprofit/charitable purposes and scholarly research.



Scholarly Use

Scholarly communications include those that have characteristics of or are suitable for learned or academic persons.



Unrestricted Use

Unrestricted communications include all commercial and employment uses as well as political and other non-commercial uses. As of 2022, the following states allow unrestricted use of these datasets: Colorado, Connecticut, Delaware, the District of Columbia, Florida, Louisiana, Massachusetts, Michigan, Nevada, North Carolina, Ohio, Oklahoma, Utah, and Wisconsin.



Channel Recommendations and Creative Guidelines

Generally speaking, direct marketing campaigns that utilize political or voter-specific data should consider the following content recommendations (we will cover individual channel recommendations later in this section). Do note that all online formats are taking a hard line against disparaging remarks and content that would require fact checking. To avoid having campaign creative that is not approved, please avoid this type of content.

- Apply personalization to recognize the recipient (where applicable)
- Present factual information and the contributing source
- Avoid disparaging comments/accusations toward or about another individual/candidate
- Use video to highlight candidates and causes
- Consider adding polls to generate reader interaction
- Utilize infographics as they are some of the most heavily shared content online
- Showcase social media accounts to catch the attention of younger generations
- Establish a campaign cadence to reinforce messaging

Direct Mail and Email Marketing

In the case of direct mail, please be aware that you may be asked to produce a sample mail piece for review in advance of securing prospect data for you or your client. The sample mail piece allows AccuData, along with the list owner or compiler, to ensure that the messaging aligns with state-based usage restrictions.

Regarding email, AccuData and/or our deployment providers will access your HTML email creative in advance of the campaign. In the event that there are concerns, you will be contacted regarding requested changes. AccuData and our deployment partners will not deploy email marketing messages that contain hate speech, derogatory statements, or inappropriate images.



Digital Display Advertising

Digital display advertising is one of the channels that is taking an incredibly conservative approach to the politically-focused ads that are approved. Ads with political content include but are not limited to campaigns for political organizations, political parties, political issue advocacy or fundraising, and individual candidates/politicians.

- Disparaging or attack ads directed at an individual (candidate) are never allowed.
- All ads must include a disclosure that identifies who has paid for the ad. This disclosure must be present on all slides and throughout the duration of a video.
- Campaigns related to ballot measures and candidates for state and local elections in the following states are prohibited: Maryland, Nevada, Washington.
- All political advertising is prohibited in Canada.
- State/local political advertising in California, New Jersey, and New York requires approval from our deployment partners.
- Ad content and landing pages must be pre-approved in cooperation with our inventory sources.

Please Note:

Unfortunately, we are not able to run any social media advertising campaigns.

All political campaigns require prepayment before the assets can be loaded and approved. The approval process is extensive and is taking longer than usual, so please caution your client that extra time may be required. Additionally, AccuData cannot guarantee that an ad will be approved until payment is received and the assets are loaded into the advertising platform.





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Sources

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