

Political Affiliation and Beyond

Political Segments for Experian Audience IQ



Engage your constituents using messaging that resonates with them on political affiliation, psychographic, and lifestyle attributes.

With Experian® Audience IQSM, reach your audience with display or advanced TV advertising using the specific message created for that segment. Encourage advocacy or influence voting behavior by interweaving demographic, psychographic and attitudinal attributes in your ads.

Kick-Start Your Campaign

As a full-service addressable platform provider, we enable you to:

- Use external political lists for your online display advertising campaigns
- Tailor your message by geography or voting districts
- Execute quick-to-market packages that launch within weeks

Select from three solution packages for building your political ad campaign:

1. Off-the-Shelf Package
2. Custom Package
3. Direct Match Package

Off-the-Shelf Package

Allows for quick deployment in conveying your message to constituents.

Select from any of these pre-built models:

Political Affiliation Model

- Democrat
- Republican
- Independent
- Non-Registered

Political Contributions Model

- Political Conservative
- Political Liberal
- Political Organizations

Social Causes Model

- Political Conservative
- Political Liberal

Or combine them with Political Affiliation to create segments such as:

- Non-Registered voters that contribute to Political Organizations
- Independent voters interested in Liberal Social Causes
- Political Conservative contributors that vote Republican

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Custom Package

Create your own custom segments by combining our pre-built models with demographic/psychographic data elements. We'll be able to find those specific audience segments at scale via online display or addressable TV.

Sample attributes to select from:

- GEO (State, Zip, DMA)
- Income
- Age
- Business owner
- Occupation

Mix and match any of the attributes to create segments such as:

- Colorado residents that vote Democrat
- Business owners that vote Independent
- Teachers that vote Democrat
- Politically conservative household with income of \$100k +

Please talk to your account executive to learn more about our custom segments.

Direct Match Package

Provide us with your campaign list and we'll perform a direct match against the list to reach those audiences digitally. There is no need to spend extra ad dollars targeting the wrong audience, since we help you reach your specific audience online and via TV through our industry leading secure and privacy compliant matching process.

We also provide data-appending services, which help enhance your campaign list with additional demographic and psychographic attributes. This is helpful because an enhanced campaign list gives you the ability to use tailored messaging based on a more complete profile of our audience.

For example, if you segment your list into "People who have donated within the last year" and "People who have volunteered within the last year", Experian® Audience IQSM can append additional data to that list. We can identify whether those people were conservative or liberal, thus providing you an opportunity to provide customized messaging to your base.

Your enhanced campaign list gives you the ability to create tailored campaigns using different messaging based on that particular segment.

How to Get Started

You can call 1 800 918 8960 or email audienceiqsales@experian.com to learn more. Visit us online at www.experian.com/PoliticalAdvertising

Protecting Consumer Privacy Responsibly

Responsibly Experian Marketing Services is a trusted steward of the data it collects, maintains and utilizes. Through industry leading technologies, processes, and personnel, we strive to ensure the secure, appropriate and responsible use of all consumer data entrusted to us.

You may read about Experian Marketing Services' data stewardship practices, as well as Audience IQ's privacy statements, at www.experian.com/audienceiq.



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