

## Political Targeting

### Target Your Campaign Around the Issues Voters Care About

- ◀ Identify the issues specific voters care about and target your messaging accordingly
- ◀ Target specific ethnic groups and find issue clusters by neighborhood
- ◀ Discover which voters are most likely to vote or not vote
- ◀ More precisely focus your campaign marketing, maximizing your budget and increasing the likelihood of reaching your supporters
- ◀ Generate targeted lists for multi-channel marketing from custom models
- ◀ Create models around emerging issues within 24 hours



With all the messaging and advertising bombarding voters today, how can you find and reach out to likely supporters on the issues they care most about?

Voters are constantly barraged with messages from various candidates and interest groups; it can be difficult for them to sort through the noise to find information about what concerns them most.

If you know which issues voters care about, what gets their attention and what influences their votes, you have a much better chance of reaching your supporters directly with your campaign marketing. What's more, you can make better use of your marketing dollars if you can prioritize your targeting to the people most likely to be receptive to your outreach.

Semcastings' Political Issues Targeting can help you discover who is most likely to support any number of key issues, including:

- ◀ Stem cell research
- ◀ Health care
- ◀ Environmental issues
- ◀ Homeland security
- ◀ Civil rights
- ◀ Abortion
- ◀ Social security
- ◀ Foreign policy
- ◀ Economy
- ◀ Tax reform

Semcasting creates predictive models identifying the hot button issues of eligible voters. These models can be used to create targeted prospect lists for multi-channel marketing to maximize your campaign budget. You can target your messaging around issues appropriate to specific households based on the likelihood that they will be interested, and contact them by mail, phone, or email.

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### Target By Ethnicity and Geography

You can also target specific ethnic groups to more narrowly focus your political advertising. Semcastings' Hispanic Indicator Database can identify characteristics such as country of origin and native language at the household level. Semcasting also applies segmentation to identify issue clusters by geographic area at the block group level. If there is a neighborhood, or households within a neighborhood, likely to vote a particular way on a given issue, you can pinpoint that area for more focused campaign marketing.

### ◀ Custom Models and Lists within Days

Models are built in 24-36 hours, so your lists can be generated in a days. If a major issue emerges, you can respond immediately to those who are concerned about that issue.