

## Gain access to high-quality voter data with our data licensing offering, Catalist Data Powered by DSPolitical.

New flexible activation options combine best-in-class voter file data with advanced digital ad technology solutions, Catalist Data Powered by DSPolitical.



DSPolitical is excited to further democratize access to Catalist's voter file for Democratic and progressive organizations, campaigns, and causes. The latest activation solutions from DSPolitical provide high-fidelity, precise digital ad targeting when working with a wide array of premium publishers, social channels, and digital ad buying platforms. To meet your unique needs, four distinct activation methods are provided, each designed to optimize your campaign's success.

### DSPolitical Activation

Superior match rates and more access to high-quality inventory through our technology platform, Deploy.

### Direct Data Syndication

Use your own buying platforms and procure inventory independently for the most flexibility in combining with Catalist data.

### Premium Publishers

Use Catalist's voter data to better target your ad buys with major publishers.

### Private Marketplace Activation

The flexibility to use your own DSP, with data and inventory packaged directly to you.

**117** SEGMENTS IN SYNDICATION

**7** ELECTION CYCLES OF DIGITAL ACTIVATION

**4** OPTIONS FOR ACTIVATION

## The Catalist + DSPolitical Difference

Catalist compiles, enhances, stores, and dynamically updates data on over 329 million unique voting-age records across all 50 states and the District of Columbia. Working with Catalist's data and models can help you build membership, target persuasive messaging, engage activists, drive an issue agenda, and register or mobilize voters.

Since 2011, DSPolitical has used its digital ad technology expertise to provide unparalleled match rates for Catalist's data segments, producing the most accurate and impactful digital ad campaigns in politics and issue advocacy. Our comprehensive support and extensive reach through premium partnerships make us the preferred choice for progressive organizations. With a proven track record in political advertising and a commitment to innovation, DSPolitical empowers you to maximize the power of Catalist data.

# Flexible Activation Options



## DSPOLITICAL ACTIVATION

**Exclusive Benefits and Support:** Gain access to DSPolitical's dedicated support team for personalized assistance.

**Advanced Technology:** Utilize DSPolitical's cutting-edge digital advertising technology for superior match rates.

**More Inventory Partners:** Access an extensive network of inventory partners, maximizing your campaign's reach.

**Multiple Onboarders:** Benefit from multiple onboarders to ensure the highest match rates and the most comprehensive data activation.

**Flexibility:** Available for use with self-serve or managed service.



## DIRECT DATA SYNDICATION

**Seamless Integration:** Access Catalist-derived segments directly through LiveRamp's platform, ensuring smooth integration with your existing workflows.

**Enhanced Efficiency:** Streamline your data activation process with LiveRamp's robust platform.

**Competitive Pricing:** Pay-as-you-go flexibility starting at rates of just \$1.50 CPM.



## PRIVATE MARKETPLACE ACTIVATION

**Flexible Data Packaging:** Data and inventory packaged into a private marketplace deal from OpenX into any DSP of your choice

**Improved Match Rates:** Leverage multiple onboarding partners for higher match rate with OpenX's identity graph.



## PREMIUM PUBLISHERS

**Optimize Buys with News Publishers:** Use Catalist's voter data to better target your ad buys with major publishers.



# Available Data Segments

All audiences below are available for quick-start activation. Combined and custom audiences are available. Contact us to learn more.

Registered Voter	Administrative_Worker_Current	Trade_Worker_Current
Not Registered to Vote	Administrative_Worker_Ever	Arts_History_Media_Employee_Current
New Registrants	Agricultural_Worker_Current	Arts_History_Media_Employee_Ever
Gender: Male	Agricultural_Worker_Ever	Building_Or_Zoning_Employee_Current
Gender: Female	School_Administrator_Ever	Building_Or_Zoning_Employee_Ever
Age: 18-24	School_Support_Staff_Current	Education_Administration_Employee_Current
Age: 25-34	School_Support_Staff_Ever	Education_Administration_Employee_Ever
Age: 35-44	Education_Employee_Current	Energy_Or_Natural_Resources_Employee_Current
Age: 45-54	Education_Employee_Ever	Energy_Or_Natural_Resources_Employee_Ever
Age: 55-64	Nurse_Current	Legislature_Employee_Current
Age: 65+	Nurse_Ever	Legislature_Employee_Ever
Party Registration: Democrat	Nursing_Assistant_Current	Finance_Employee_Current
Party Registration: Republican	Nursing_Assistant_Ever	Finance_Employee_Ever
Party Registration: Other/Independent	Doctor_Current	Health_And_Human_Services_Employee_Current
VCI: 0-20	Doctor_Ever	Health_And_Human_Services_Employee_Ever
VCI: 20-40	Healthworker_Current	Judiciary_Or_Criminal_Justice_Employee_Current
VCI: 40-60	Healthworker_Ever	Judiciary_Or_Criminal_Justice_Employee_Ever
VCI: 60-80	Fisher_Current	Law_Enforcement_Employee_Current
VCI: 80-100	Fisher_Ever	Law_Enforcement_Employee_Ever
2024 Vote Propensity: 0-10	Hunter_Current	Government_Regulator_Current
2024 Vote Propensity: 10-20	Hunter_Ever	Government_Regulator_Ever
2024 Vote Propensity: 20-30	Hunter_Or_Fisher_Current	Specialized_Department_Employee_Current
2024 Vote Propensity: 30-40	Hunter_Or_Fisher_Ever	Specialized_Department_Employee_Ever
2024 Vote Propensity: 40-50	Farmer_Current	Transportation_Employee_Current
2024 Vote Propensity: 50-60	Farmer_Ever	Transportation_Employee_Ever
2024 Vote Propensity: 60-70	Childcare_Worker_Current	Military_Employee_Current
2024 Vote Propensity: 70-80	Childcare_Worker_Ever	Military_Employee_Ever
2024 Vote Propensity: 80-90	Pilot_Current	Uncategorized_Public_Employee_Current
2024 Vote Propensity: 90-100	Pilot_Ever	Uncategorized_Public_Employee_Ever
Peoria Values Clusters: Super Seculars	Flight_Attendant_Current	State_Or_Local_Public_Employee_Current
Peoria Values Clusters: Civic Faithful	Flight_Attendant_Ever	State_Or_Local_Public_Employee_Ever
Peoria Values Clusters: Family & Future	Flight_Mechanic_Current	Democratic-Leaning Ticket Splitters
Peoria Values Clusters: Struggling Skeptics	Flight_Mechanic_Ever	Republican-Leaning Ticket Splitters
Peoria Values Clusters: Disheartened but Determined	Control_Tower_Operator_Current	The Rising American Electorate
Peoria Values Clusters: Nostalgic Traditionalists	Control_Tower_Operator_Ever	Pro-Choice
Peoria Values Clusters: Merit & Market	Aviation_Employee_Current	Progressive Ideology
Peoria Values Clusters: Concerned Conservatives	Aviation_Employee_Ever	Pro-Climate
Peoria Values Clusters: Proud Providers	Electrical_Worker_Current	Pro-Gun Control
Likely Absentee or Early Voter	Electrical_Worker_Ever	Progressive Immigration Support
Teacher_Current	Plumber_Current	Climate Crisis Voters
Teacher_Ever	Plumber_Ever	2020 Trump Defectors
School_Administrator_Current	Trade_Worker_Ever	2024 Trump Loyalists

## Get Started Today

Unlock the power of high-quality data to supercharge your campaigns.  
Contact us to learn more about licensing Catalist Data Powered by DSPolitical.