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

Trust Deep Sync to drive successful political audience creation for your organization. Our unrivaled access to privacy-safe, cross-channel audiences, as well as our complete suite of first-party data solutions, enable political marketers to reach constituents in the micro-moments that matter most.

Find the Ideal Audiences for Your Political & Fundraising Campaigns With Deep Sync

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.

Begin by defining your audience. Many 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 your first-party datasets as well. We encourage you to inquire about additional demographic and lifestyle variables that can be applied to further refine and add focus to your audience.

Rely on the Deep Sync team to guide the audience selection process. Following a detailed discovery and consultation that includes a review of your campaign goals, we leverage a deep understanding of our direct marketing datasets to create exclusive, customized recommendations for your political and fundraising campaigns.

Explore In-Demand Political & Fundraising Audiences

Deep Sync's datasets emerged in the world of direct mail, where highly accurate and precise data was required. With more than 30 years of experience compiling data, Deep Sync verifies and validates its audiences rigorously and in a variety of ways, including through a proprietary relationship with the United States Postal Service®. Our compliant, privacy-first audiences enable political marketers to confidently use the data in today's landscape of heightened consumer privacy concerns and ever-changing regulatory practices.

Listed to the right you will find a sampling of our available audiences. We encourage you to contact our team for additional information on our datasets, custom audience creation, and how Deep Sync data can be utilized across more than 700 destinations.

Essential Voter Attributes

- Registered Voters
- Voters by Party Affiliation (Democrat, Independent, or Republican)
- Congressional Districts
- Conservative Donors
- Liberal Donors
- Military Veteran in the Household

Likely New Voters, Young Adults, & Generational Cohorts

- High School Seniors
- College Students
- College Graduates
- Young Adults
- Baby Boomers
- Generation Jones
- Gen X
- Xennials
- Millennials
- Gen Z

Donor Propensities

- Animal Cause Donors
- Arts & Cultural Donors
- Children's Cause Donors
- Environmental Cause Donors
- Health Cause Donors
- Political Cause Donors
- Religious Cause Donors
- Social Cause Donors
- Veteran's Cause Donors
- Number of Charities Donated To
- Total Dollars Donated
- Total Donations Made

Rich Demographic Attributes

- Adult Age/Date of Birth
- Children's Age
- Education
- Estimated Income
- Ethnicity
- Family Position
- Home Value
- Homeowner/Renter
- Language
- Marital Status
- New Movers
- Net Worth
- Occupation
- Religion, and more

Add Focus to Your Campaign with an Examination of Generational Cohorts

Decades of research have resulted in a well-established understanding of how the formative experiences of a group of similarly-aged peers, known as generational cohorts, can impact their beliefs, preferences, and values. This includes how each generation approaches their careers, communications, decision-making processes, family interactions, technological advances, and more.

Industry experts have long vacillated on the benefit of utilizing broad generational cohorts as stand-alone marketing segments, as doing so would typically be considered counterintuitive to the highly personalized, highly relevant approach to messaging the majority of consumers crave. However, layering the intelligence of generational cohorts on top of well-targeted audiences can inform creative direction, messaging points, and channel selection.

When considering the application of generational cohorts to add focus to your political and fundraising audiences, we recommend an overall examination of each group's profile with emphasis on communication preferences, technology adaptation, and values.

Communication Preferences and Technology Adaptation

In many ways, communication preferences and technology adaptation are closely linked. We see a natural inclination for the trailing generations to prefer multiple online touch points as they transition fluidly from screen to screen, whereas the leading generations lean toward a non-digital, more traditional approach to communications.

Interestingly, the appeal of email is almost universal, with Baby Boomers, Gen X, Millennials, and Gen Z all showing proclivity toward the channel, citing its convenience, level of personalization, and easy accessibility to linked resources.

Prevailing Values

With an understanding of the prevailing values of each generational cohort and an acknowledgment of those values in the language and imagery used within your campaign messages, you open doors to making a deeper connection with your intended audience.

We have highlighted the key points for you in the following pages.
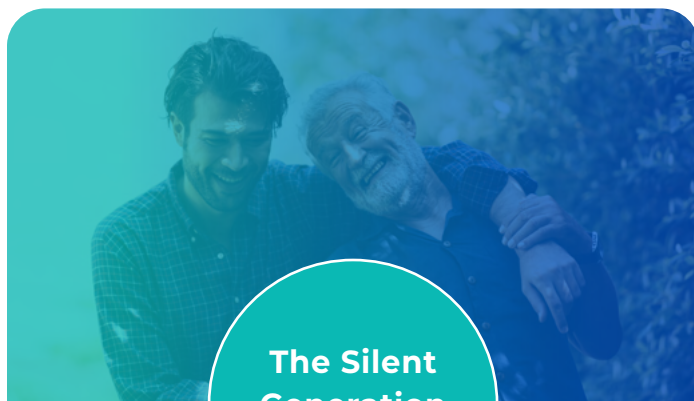
The Silent Generation
1928- 1945

Communication Style

Traditional advertising channels with a focus on written communications and telephone calls

Communication Tone

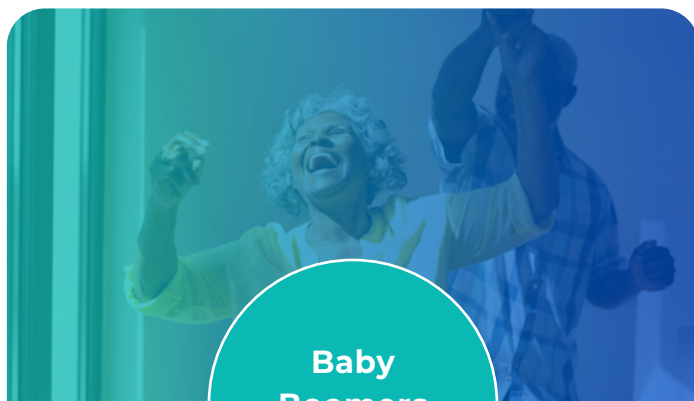Apply formality to straightforward, simple content

Digital Journey

Largely disconnected from recent and emerging technologies

Social Media Usage

Limit social media use to Facebook, primarily to keep in touch with family

Prevailing Values

Consistent, determined, fair, patriotic, prudent, respectful

Baby Boomers
1946 - 1964

Communication Style

Traditional advertising channels with a focus on in-person conversations and telephone calls

Communication Tone

Be respectful and work to develop rapport

Digital Journey

Generally slower to adapt to new channels, may need assistance engaging with new technologies

Social Media Usage

Limit social media use to Facebook, primarily to keep in touch with friends and family, and YouTube for entertainment

Prevailing Values

Competitive, confident, disciplined, goal-oriented, loyal, work-centric

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Gen X
1965 - 1980

Communication Style
Early adapters of email that tend to prefer the simplicity of the channel; social marketing

Communication Tone
Ask for their collaboration and support
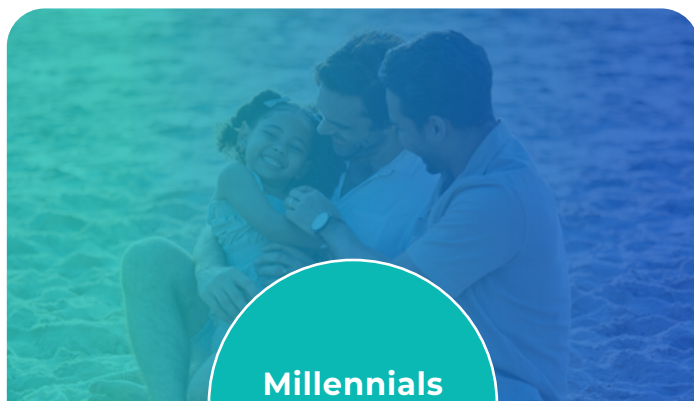
Digital Journey
Rapidly adapt to changing technologies

Social Media Usage
Connecting with friends and family; accessing news and information

Prevailing Values
Adaptable, balance-seeking, efficient, independent, informal, skeptical

Millennials
1981 - 1996

Communication Style
Online, cross-channel communications, including content, influencer, and social marketing; have a tendency to avoid phone calls

Communication Tone
Ask for their collaboration and support

Digital Journey
Among the first digital natives, commonly referred to as the "Internet Generation"

Social Media Usage
Seeking personal and professional growth on multiple platforms; purchasing through social media apps

Prevailing Values
Collaborative, conscious, empathetic, inclusive, inquisitive, resilient

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Gen Z
1997 - 2012

Communication Style

Online, cross-channel communication, including influencer and social marketing, expect rapid responses to communications

Communication Tone

Be direct and to the point

Digital Journey

Dependent on technology for the majority of daily tasks and entertainment

Social Media Usage

Consuming short-form, visually-driven content on platforms including Instagram, Snapchat, TikTok, and YouTube

Prevailing Values

Authentic, autonomous, diverse, entrepreneurial, experiential, flexible

Please note that for the purposes of this resource, we have omitted the inclusion of Gen A (Generation Alpha), as they are not of voting age. Additionally, the Gen Z audiences offered by Deep Sync only include adults ages 18 and older. Any targeting of under-age-18 individuals is at the parent, guardian, or household level.

Enrich Your Political & Fundraising Campaigns with Trusted Services

Your organization's first-party data can be leveraged to create personal, purposeful marketing interactions with your donors and supporters. Going a step further, this same dataset can inform prospect audience creation to support your campaign and fundraising growth goals.

Why Deep Sync?

Deep Sync's data is compiled from known, deterministic offline data, as opposed to anonymous identifiers, so we always resolve to a person, household, or business. In addition to being a trusted provider of data to agencies, brands, and nonprofits alike, Deep Sync licenses our own data assets to many of the nation's leading data providers to enhance their compilations. In fact, our data powers roughly 5% of all U.S. mail sent annually.

Accuracy & Quality Measures

Cleanse errors and irregularities, standardize addresses, flag undesirable profiles, and improve the overall usability of your dataset with data hygiene and suppression services. Whether preparing your data for direct mail, online advertising, or for the application of data services, these measures create a solid foundation.

Supporter Data Enrichment

Develop a deeper understanding of your current constituents' behaviors, needs, and wants through the addition of valuable data attributes. This added intelligence will power your online and offline segmentation and personalization efforts while enabling highly-relevant communications.

Lookalike Audiences & Modeling

Analyze patterns within your first-party data to isolate key segments designed to meet your campaign and fundraising goals. Whether you seek lookalike audiences that are demographically-driven or predictive models to best guide your efforts, Deep Sync has the data science expertise to execute analytic processes.

Enhanced First-Party Onboarding

Ensure that your candidate, cause, or mission remain top of mind when you activate your offline data for online use and reach more of your supporters online. Deep Sync enhances your data with online and offline identifiers to improve the outcome of your onboarding results with increased match rates.

Single Supporter Views

Unlock the full potential of your valuable supporter data with an exclusive identity solution that creates accurate, unified records through the application of unique individual- and household-level identifiers to your first-party dataset. Additional contact data points, including emails and phone numbers, are also added.

Enrich Your Campaigns

Power Political Campaign Performance with Voter Moves

Maximize valuable campaign dollars by reducing irrelevant communications that result from aged data

Identify prospective supporters, potentially before they appear on updated voter rolls

Enhance your candidate's reputation by delivering accurate, personalized campaign messaging that recognizes the recipient

Utilizing our industry-leading New Mover data, Deep Sync identifies voters that have moved out of district, while providing access to prospective voters that are new to the area. Ideal for campaign messaging, fundraising appeals, and rallying supporters, Voter Moves provides you with an edge in your outreach initiatives.

To begin, your constituent data is matched to our New Mover dataset to identify voters that are no longer living within your district. Deep Sync's individual-level matching promotes accuracy. Where matched records indicate a move out of district, a flag is applied. These records should not be included in future campaign initiatives.

Following suppression, records for prospective voters that moved into your district within the past six months are provided. These new community members seek to build local relationships while settling into their new homes and may significantly benefit from information shared on behalf of your campaign.

Begin Today!

Call 888-970-7248 or email connect@deepsync.com to identify, target, and engage your ideal political and fundraising audiences with Deep Sync!

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