



# INCREASE VOTER TURNOUT

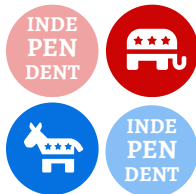
Target frequent voters for omnichannel campaigns, including CTV & streaming services, to increase turnout

Despite the 2020 presidential election having the highest voter turnout of this century, still only 66.8% of citizens 18 years and older voted. Voter engagement is crucial if you want to drive voters to the polls. With Lighthouse-Ameribase you can get access to one of the nation's largest sources of highly-accurate consumer data, with real-time search, location and behavioral insights, to help increase turnout overall. We have the data you need to target your ideal audience in "surround sound," through multiple touch points, across direct and digital channel, including **CTV and streaming services**. According to Higher Ground Labs' 2022 report, there has been a 15x increase in political campaign spend on TV, including CTV.

## IF THEY'RE OUT THERE. WE'LL FIND THEM.

Choose from our on-demand audiences targeting by:

### BY REGISTERED PARTY OR DONOR



### BY VOTER TYPE



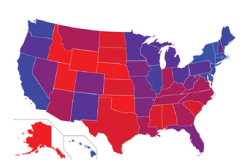
### BY INTEREST OR CAUSE



### BY MULTICULTURAL GROUP



### BY STATE OR REGION



### Or try a Custom Audience

Built based on your specific requirements and available for use within 72 hours, our custom audiences also offer the possibility to filter by preferred candidate.

## Why Choose Lighthouse List's Audiences?

Having been **RANKED No.1 FOR ACCURACY** across multiple attributes and segments - more than any other data provider analyzed - by independent data evaluator, Truthset, Lighthouse is your perfect data partner.

Speak to us about our Truthset-scored demographic voter data, ideal for political campaigns, including:

- African American Consumers
- High Income Consumers
- Hispanic Consumers
- Small Business Owners

## Sample Use Cases



AFRICAN AMERICAN INDEPENDENTS who LEAN LEFT based in PENNSYLVANIA & are concerned about the ENVIRONMENT



DEMOCRAT YOUNG VOTERS who are interested in HEALTHCARE policies



HISPANIC REPUBLICANS who live in CALIFORNIA & are concerned about FISCAL CONSERVATISM



SUBURBAN WOMEN VOTERS who LEAN RIGHT in OHIO and care about EDUCATION

### For recommendations or custom queries, contact:

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We are a participant in the TAG Registry, TAG ID: d79d949c28c78e88

**LIGHTHOUSE LIST**  
COMPANY

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