

Top Political Data Brokers in the US

Broker	Key Strength/Notes	Category
<u>Aristotle</u>	Description: Aristotle is a non-partisan, long-standing political data specialist. Its strength lies in providing a comprehensive suite of data, compliance, and software solutions, acting as a one-stop-shop for campaigns. They offer services from voter data to customized solutions, including data integration and digital lobbying tools.	Tier 1: The Core Political Data Ecosystem
<u>i360</u>	Description: The key data provider for Republican and conservative campaigns, i360 has a massive GOP-aligned voter and consumer database. It claims to have data on 220 million voters, offering detailed campaign categories and predictive analytics for effective "Get Out the Vote" (GOTV) efforts. They also provide tools for real-time activity monitoring and custom dashboards for tracking voter contact progress.	Tier 1: The Core Political Data Ecosystem
<u>L2 Political</u>	Description: L2 Political provides a fundamental resource for campaigns across the political spectrum. Its core strength is maintaining a clean, comprehensive national voter file with decades of data and rich predictive segmentation. The database includes over 200 million registered voters and 2.3 billion voter history records.	Tier 1: The Core Political Data Ecosystem
<u>TargetSmart</u>	Description: A leader for Democratic and progressive campaigns, TargetSmart is known for its high-quality voter files and sophisticated analytics. They are highly significant for their accurate cell phone numbers and detailed voter data, which are essential for digital outreach. The company's mission is to help clients "understand, engage, and activate their key stakeholders".	Tier 1: The Core Political Data Ecosystem
<u>Acxiom</u>	Description: Acxiom is a top-tier player with a massive scale and comprehensive consumer data. They provide extensive data for audience insights and targeted marketing, which is used by political organizations for voter and donor outreach. Their services help campaigns optimize audiences and improve data quality.	Tier 2: Major Consumer Data Brokers with Political Offerings
<u>Epsilon</u>	Description: Epsilon is a major data marketing company that provides vital consumer data with detailed attributes on millions of individuals. They ethically source and cultivate consumer data from public records, surveys, and partners. Their strength is combining this data with a campaign's first-party data to create a "single view" of a consumer for cohesive messaging across various channels.	Tier 2: Major Consumer Data Brokers with Political Offerings
<u>Experian</u>	Description: Known primarily for credit reporting, Experian is also a significant data broker in the political marketing space. Its strength is its deep financial and demographic data, which is useful for targeting potential donors. They offer syndicated audiences and data products, including "Political Personas" and information on financial attitudes.	Tier 2: Major Consumer Data Brokers with Political Offerings
<u>Catalist</u>	Description: Catalist serves as a central progressive data hub for liberal campaigns, similar to TargetSmart in its focus but often serving a wider range of organizations. They provide interactive dashboards with up-to-date insights from their national database, historic election results, and demographic models.	Tier 3: Technology, Analytics, and Specialized Firms
<u>Civis Analytics</u>	Description: Civis Analytics is an analytics and data science firm that focuses on helping campaigns use data to inform strategy and achieve precision targeting. The company helps clients "understand their data, use that data to make predictions, and get recommendations on what steps to take next".	Tier 3: Technology, Analytics, and Specialized Firms
<u>LiveRamp</u>	Description: LiveRamp has become a "privacy-conscious alternative to traditional data marketplaces". Its strength is its "data collaboration network," which allows campaigns to securely match their first-party data with data from various partners without directly sharing raw information, a model well-suited for the changing regulatory environment.	Tier 3: Technology, Analytics, and Specialized Firms
<u>DrivenIQ</u>	Description: DrivenIQ offers specialized voter profiles that go beyond standard demographics. Its strength is providing psychographic and behavioral segmentation, which helps campaigns craft more emotionally resonant messages.	Tier 4: Niche or Regionally Focused Players
<u>Grassroots Analytics</u>	Description: This firm specializes in providing affordable, hyper-targeted data and fundraising tools for campaigns at all levels. They offer services like donor prospecting lists, email lists, and fundraising strategy advice.	Tier 4: Niche or Regionally Focused Players
<u>PDI (Political Data Inc.)</u>	Description: A leader in frequent voter file updates, PDI is particularly known in California for its early ballot return data. They provide data products and services, a software platform with voter mapping and analytics, and tools for canvassing, texting, and phone banking.	Tier 4: Niche or Regionally Focused Players
<u>Accurate Append</u>	Description: Accurate Append specializes in "tailored data solutions" for voter data enrichment and donor profiling. They can add contact data such as phone numbers and email addresses to a campaign's list to improve reach across multiple channels. Their "Donor Score" product predicts the likelihood of a prospect making political contributions.	Tier 4: Niche or Regionally Focused Players
<u>PSB Insights</u>	Description: PSB Insights is a strategic consultancy that offers messaging analytics with targeting intelligence capabilities. The firm has a history of political campaign work, including helping the Clinton administration develop its "new Democrat" policies in 1995 and creating sophisticated voter databases.	Tier 4: Niche or Regionally Focused Players
<u>Veracity</u>	Description: Veracity is a newer entrant that has gained prominence by using AI and machine learning to predict voter behavior.	Tier 4: Niche or Regionally Focused Players
<u>NationBuilder</u>	Description: NationBuilder is an integrated campaign CRM platform widely used by political campaigns. The software combines various communication tools and data sources into a single platform for managing campaigns, from websites to newsletters.	Tier 5: Platforms and CRMs
<u>NGP VAN</u>	Description: NGP VAN is a part of the Democratic ecosystem, providing a voter database and tools for fundraising, organizing, and voter contact.	Tier 5: Platforms and CRMs