



ACXIOM POLITICAL PLAYBOOK

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The 2020 election season was going to be one for the history books, even before the unprecedented challenges presented by the spread of the coronavirus. This health and economic crisis has forced so much unprecedented change that political marketing best practices must now be reevaluated.

Voters' priorities have been altered, their routines have changed, and their perceptions and sensitivities have sharpened in ways few anticipated. As a result, political campaign marketing assumptions, strategies, and best practices must also be modified. To meet the needs of those marketing to voters during this rapidly changing political climate, Acxiom has identified and grouped unique segments of Americans who have a likelihood to share political positions or to have similar points of view.

Additional segments are available, including congressional districts, and state districts that segment citizens based on geographical information.

To learn how to reach these potential voters,
email DataGuru@acxiom.com.

SEGMENT NUMBER	SEGMENT NAME	SEGMENT DESCRIPTION	SOURCE DESCRIPTION	ATTRIBUTE DEFINITION	PEOPLE BASED UNIVERSE SIZE	CPM
1	Mail in Voters	Individuals most likely to request a mail-in ballot	Survey data, self-reported sources	2780 Buying Channel Preferences – Mail and TP001034 Registered to Vote	7,000,000	\$2.00
2	First Time Voters	Young adults who likely to be voting for the first time in a presidential election	Survey data, self-reported sources	TP001034 Registered to Vote and 7200 Age in One Year Increments – Input Individual (Ages 18-22)	250,000	\$1.50
3	Political Influencers	Individuals who are likely to have a large presence/ following on social media, often sharing political content	Survey data reflecting consumer attitudes and behaviors toward technology via online panel	AP002716 Social Influencer and 7724 Interest in Current Affairs and Politics	5,000,000	\$1.00
4	Social Posters	Individuals who are likely to be active on social media posting and sharing political content	Survey data reflecting consumer attitudes and behaviors toward technology via online panel	AP002716 Social Influencer and 7724 Interest in Current Affairs and Politics	12,000,000	\$1.00
5	Gloom and Doomers	Individuals who are likely to be the most concerned about topics including politics, economy, health, and environment	Surveys, online registrations, and Buying Activity, GfK MRI survey responses	7809 Environmental Issues or 2076 Causes Supported Financially (Environmental, Political (Liberal or Conservative), or Health)	66,000,000	\$0.50
6	Politically Passionate	Individuals who are likely to be passionate about politics and keep up with the latest news about political affairs, candidates, and more	Survey data, GfK MRI survey responses	7724 Interest in Current Affairs and Politics and 1270 – 8, 34, 45, 10, 02, 03, 29	12,000,000	\$1.00
7	Passionate Democrats	Individuals who are likely to associate with the Democratic party and are involved in rallies, causes, and political activities	Insights from in person and leave behind surveys on adult consumer media choices, product, lifestyle and attitudes/ behaviors	Political Party – Input Individual (Democrat) and [AP000655 Worked for a Political Party or AP000649 Attended a Political Rally, Speech, or Organized Protest of any Kind or AP004329 Took an Active Role in a Civil, Social, or Political Issue during Past Year]	30,000,000	\$1.00

SEGMENT NUMBER	SEGMENT NAME	SEGMENT DESCRIPTION	SOURCE DESCRIPTION	ATTRIBUTE DEFINITION	PEOPLE BASED UNIVERSE SIZE	CPM
8	Passionate Republicans	Individuals who are likely to associate with the Republican party and are involved in rallies, causes, and political activities	Insights from in person and leave behind surveys on adult consumer media choices, product, lifestyle and attitudes/ behaviors	Political Party – Input Individual (Republican) and [AP000655 Worked for a Political Party or AP000649 Attended a Political Rally, Speech, or Organized Protest of any Kind OR AP004329 Took an Active Role in a Civil, Social, or Political Issue during Past Year]	18,000,000	\$1.00
9	Passionate Independents	Individuals who are likely to associate with the Independent party and are involved in rallies, causes, and political activities.	Insights from in person and leave behind surveys on adult consumer media choices, product, lifestyle and attitudes/ behaviors	Political Party – Input Individual (Independent) and [AP000655 Worked for a Political Party or AP000649 Attended a Political Rally, Speech, or Organized Protest of any Kind or AP004329 Took an Active Role in a Civil, Social, or Political Issue during Past Year]	4,000,000	\$1.00

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