



Welcome to SmartMatch.

To get started, find the
steps below to match your data.

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First Things First

SmartMatch helps you match your data to our voter and digital databases to enhance your audience targeting. Once matched, you can download your data or onboard your data directly to a digital destination. Follow the steps below to import your data, map fields, and configure your order.

To log in to SmartMatch, go to

<https://my.tara.media>.

Once you have logged in, use the **Navigation Bar** on the left side to click **Self-Service Tools**. Then, select **SmartMatch** to match your data with TargetSmart's voter data. Alternatively, you can click SmartMatch straight from the navigation menu.

 Self-Service Tools

 File Browser

 ListBuilder

 SmartMatch

Self-Service Tools

Choose which tool you'd like to use



ListBuilder

Create custom audience segments using filters and demographics.



SmartMatch

Automatically match users using pre-defined smart criteria.

Import Data

The first screenshot shows the 'Import Data' page with 'Direct Upload' selected. It lists requirements: 'Header row required', 'Only TXT, CSV, XLSX, or XLS files supported', and 'Max file size: 100 MB'. Below is an 'Upload Your File' section with a drag-and-drop area and 'Back' and 'Continue' buttons.

The second screenshot shows 'Import from File Browser' selected. It displays a file browser interface with a search bar, a dropdown for 'Active File Browser Account' (set to 'lara_group'), and a list of folders: 'incoming', 'listbuilder', 'outgoing', 'smartmatch', and 'vanlists'. Each folder has a red icon. 'Back' and 'Continue' buttons are at the bottom.

The third screenshot shows 'Import from VAN' selected. It prompts the user to 'Select a VAN API Key' and provides a table of available keys. Below the table is a link to 'Click to browse saved lists'. 'Back' and 'Continue' buttons are at the bottom.

VAN Instance Type	State	API Key
smartvan	DE	****d1fd7

1. Import your data by using one of 3 methods:
Direct Upload
Import from File Browser
Import from VAN
2. To Direct Upload, a header row is required, only .txt, CSV, XLSX, OR XLS files are supported, and the max file size is 100 MB. Click or drag your file to the upload file section. Click **Continue**.
3. To match a list you have already uploaded to File Browser, select **Import from File Browser**. Then, select the folder that contains your list. Select your file. Click **Continue**.
4. To import from VAN, select Import from VAN. Then, click on a VAN API key below to browse and select a saved list from that account. Click the list you want to import and click **Import Selected List**. Click **Continue**.

Field Mapping

1. Review your file columns below and select the appropriate identifier for each one. You can see sample data to help you choose correctly. You can choose to **Auto-Map Fields** which automatically suggests field mappings based on column names and data patterns, or **Reset All** to clear all mapping and start over. Click the drop-down box next to each field to select the identifier for it. Optionally, specify a state if all records in your file are from the same state. This can improve matching accuracy, if you don't already have state as a field in your file. Click **Continue**.

2 **Field Mapping**

Map your data fields to database identifiers ⓘ

Review your file columns below and select the appropriate identifier for each one. You can see sample data to help you choose correctly.

✓ Vb.Tsmart First Name KERRY, PETER, AARON	First name ▼
✓ Vb.Tsmart Last Name KERN, DRAGO, AKMAN	Last name ▼
✓ Vb.Tsmart Zip 8904, 8904, 8904	ZIP ▼

Optional: Set a for the entire file ⓘ

Ordering SmartMatch Data

Choose Your Order Type

- Digital Onboarding**
 - Order Type: ONBOARD DIGITAL AUDIENCE
 - Data Returned: voterbase_id, voterbase_household_id, smartvan_id, ...
 - Pricing: Maximum Input Count: 10000000, Minimum Input Count: 1000, ...
- SmartMatch Full v2** (Selected)
 - Order Type: PURCHASE & DOWNLOAD LIST
 - Data Returned: voterbase_id, voterbase_household_id, smartvan_id, ...
 - Pricing: Maximum Input Count: 25000000, Minimum Input Count: 1, ...
- SmartMatch Reg Address v2**
 - Order Type: PURCHASE & DOWNLOAD LIST
 - Data Returned: voterbase_id, smartvan_id, first_name, ...
 - Pricing: Maximum Input Count: 25000000, Minimum Input Count: 1, ...
- SmartMatch Tsmart**
 - Order Type: PURCHASE & DOWNLOAD LIST
 - Data Returned: voterbase_id, smartvan_id, first_name, ...
 - Pricing: Maximum Input Count, Minimum Input Count, ...

Digital Onboarding Details

Order Type: ONBOARD DIGITAL AUDIENCE

Allowed States

AK, AL, AR, AZ, CA, CO, CT, DC, DE, FL, GA, HI, IA, ID, IL, IN, KS, KY, LA, MA, MD, ME, MI, MN, MO, MS, MT, NC, ND, NE, NH, NJ, NM, NV, NY, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VA, VT, WA, WI, WV, WY

Data Returned

- voterbase_id
- voterbase_household_id
- smartvan_id
- voterid
- county_id
- first_name
- middle_name
- last_name
- name_suff

Pricing

- Maximum Input Count: 10000000
- Minimum Input Count: 1000
- Price Per Input: 0
- Price Per Match: 0
- Price Per Wireless Phone: 0
- Price Per Voip Phone: 0
- Price Per Landline: 0
- Price Per Evav Record: 0
- Price Per Email Record: 0

SmartMatch Full v2 Details

Order Type: PURCHASE & DOWNLOAD LIST

Audience Name: SmartMatch Test 62725

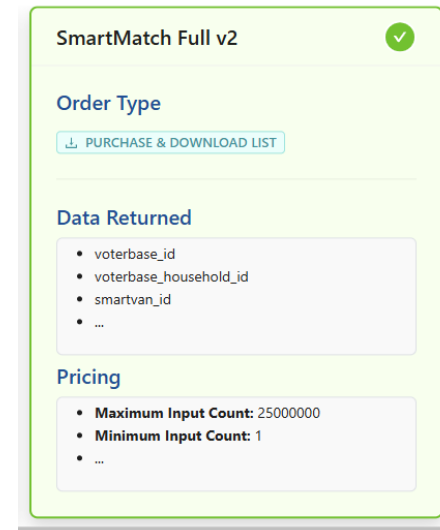
Destination: facebook, liveamp, snapchat, MBP

Ad Accounts: No account selection needed

1. Next, choose how you want to use your matched data. You can download it as a file, or push it to digital platforms.
2. Choose your order type and click **Continue**. If you select Digital Onboarding, you need to name your audience and add the Digital Destination you want the file sent to or you can select MBP to onboard your universe straight into our Media Buying Platform and serve ads directly from there. If you do not see your desired destination, please contact your account manager. Then, click **Continue**.

Other Configuration

1. If you select the purchase and download data option, some contact data may result in additional charges. You may choose to disable these options.
2. Review the options and select your choices.
3. Click **Continue**.



SmartMatch Full v2

Order Type

PURCHASE & DOWNLOAD LIST

Data Returned

- voterbase_id
- voterbase_household_id
- smartvan_id
- ...

Pricing

- Maximum Input Count: 25000000
- Minimum Input Count: 1
- ...

4 Other Configuration

Review the following Options

Some contact data may result in additional charges. You may choose to disable these options

- ☒ Include Targetsmart Licensed wireless phone numbers in delivered output if available?
- ☒ Include Targetsmart Licensed landline phone numbers in delivered output if available?
- ☒ Include Targetsmart Licensed VOIP phone numbers in delivered output if available?

☐ Include active early & absentee vote data when available?

Tracks early and absentee vote activity leading into major elections.

☐ Include multiple potential matches

Smartmatch automatically delivers a file with the best match for each record. Enable this to see additional potential matches.

☐ Override geographic radius parameter

Default radius search size is set dynamically based on population density. Only use this option to target individuals near a specific address.

Back

Continue

Review and Pricing

4 Review & Pricing

Fields Mapping Order Option Cost Projection

First Name Middle Name **Last Name** Name Suffix Full Name Combined First Name Address Line 1 Address Line 2 City State **ZIP**

Latitude Longitude Phone Email Age Date Of Birth Gender Voter ID Voterbase ID ExactTrack PID SmartVAN VAN ID

Votebuilder ID

Input Field	Mapped To
Vb.Tsmart First Name KERRY, PETER, AARON	First name
Vb.Tsmart Last Name KERN, DRAGO, ADMAN	Last name
Vb.Tsmart Zip 8904, 8904, 8904	ZIP

Order Name
SmartMatch Test 62725

1. Review your **Field Mapping** to finalize your selections and ensure that it is correct.
2. Enter an **Order Name**.
3. Review your **Order Option**.

5 Review & Pricing

Order Type

↓ PURCHASE & DOWNLOAD LIST

Allowed States

AK, AL, AR, AZ, CA, CO, CT, DC, DE, FL, GA, HI, IA, ID, IL, IN, KS, KY, LA, MA, MD, ME, MI, MN, MO, MS, MT, NC, ND, NE, NH, NJ, NM, NV, NY, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VA, VT, WA, WI, WV, WY

CONTINUED ►

5. Review & Pricing

Fields Mapping

Order Option

Cost Projection

Use the pricing grid below to estimate your potential order costs before placing the order

The match rate and order cost are variable depending on your list quality, data available for matching, and selected order option.

Pricing Summary

Per Input Record: \$0.01

Wireless Phone: \$0.04

VOIP Phone: \$0.00

EVAV: \$0.02

Per Match: \$0.02

Landline Phone: \$0.00

Email: \$0.00

Match Rate	Input Records	Input Cost	Match Cost	Landline Cost	Wireless Cost	VOIP Cost	Email Cost	EVAV Cost	Total Cost	Max Cost
0%	3911	\$19.55	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$19.55	\$312.88
25%	3911	\$19.55	\$19.54	\$0.00	\$34.20	\$0.00	\$0.00	\$19.54	\$92.83	\$312.88
50%	3911	\$19.55	\$39.10	\$0.00	\$68.43	\$0.00	\$0.00	\$39.10	\$166.18	\$312.88
75%	3911	\$19.55	\$58.66	\$0.00	\$102.66	\$0.00	\$0.00	\$58.66	\$239.53	\$312.88
100%	3911	\$19.55	\$78.22	\$0.00	\$136.89	\$0.00	\$0.00	\$78.22	\$312.88	\$312.88

4. Review your **Cost Projection**. Since SmartMatch pricing is based in part on how many records are able to match, the Cost Projection at this step will give you potential costs at different match rates, so you can see the range of possible total costs of your order in advance.

5. If all looks to your satisfaction, click **Place Order**.

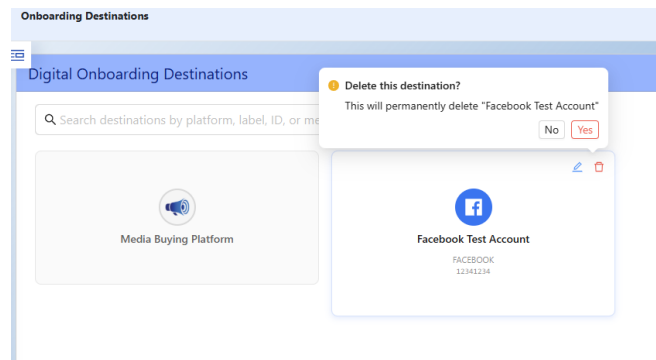
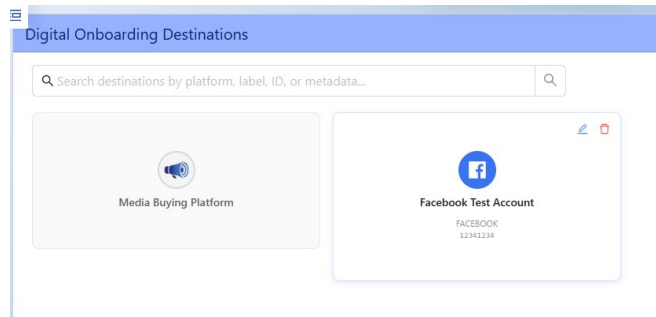
6. Click **Yes, Confirm**.

7. You can click the button on the top right that says **Order History** to review the status of your past orders. You will also receive an email notification when your order is processing and another email your order is complete. Your list will be available for 30 days.

Order History							
My Orders		Organization Orders					
Search Orders		Rows per page: 10		Total 138 orders			
				Refresh			
Sl. No.	Requested Date	Order Name	Order Type	Re cor ds	Cost	Status	Action
1	6/27/2025	x1c2c	Purchase & Download List	4	\$0.02	Order Completed	Download Refresh
2	6/27/2025	sd1dd1dd1dd1	Purchase & Download List	4	\$0.02	Order Completed	Download Refresh
3	6/27/2025	td1rttggdgd	Purchase & Download List	4	\$0.02	Order Completed	Download Refresh
4	6/27/2025	testing testing testing	Purchase & Download List	4	\$0.02	Order Confirmed	Refresh
5	6/27/2025	Testing 223	Purchase & Download List	4	\$0.02	Order Completed	Download Refresh
6	6/27/2025	Test payments 222	Purchase & Download List	4	\$0.02	Order Confirmed	Refresh
7	6/27/2025	Testing Payments in ListBuilder 2222	Purchase & Download List	4	\$0.02	Order Confirmed	Refresh
8	6/27/2025	Testing Payments in ListBuilder 1004	Purchase & Download List	4	\$0.02	Order Completed	Download Refresh

Onboarding Destinations

The screenshot shows the 'Digital Onboarding Destinations' interface. On the left, there is a search bar and a card for 'Media Buying Platform'. On the right, the 'Add Facebook Account' form is displayed. The form includes fields for 'External ID' (with the value '12341234'), 'Label' (with the value 'Facebook Test Account'), and 'Metadata' (with a placeholder 'Enter metadata value (optional)' and a '+ Add Metadata' button). A 'Create' button is at the bottom right of the form. Below the form, there is a link to 'Contact Client Services to add another account type: support@tara.media'.



1. On the left menu, select **Onboarding Destinations**.
2. To **add a Facebook account**, type in the External ID for the Facebook Account.
3. Enter a Descriptive **Label**.
4. Add **Metadata Values** (optional).
5. Click **Create**.
6. To **delete destination**, select the red trash can icon, and confirm deletion.
7. If you have another Account type as a destination you would like to add, contact support@targetsmart.com.

Assistance

If you have any questions or would like a demo, please contact your TargetSmart Account Manager or email

support@targetsmart.com.