



LISTBUILDER

AUDIENCE CREATION PLATFORM

ListBuilder is a powerful self-service tool that enables you to build custom target audiences, analyze their composition, and deploy them across social media, digital display, CTV, podcasts, SMS, and more - all in just minutes.

Uses



VOTER LISTS

Create custom lists of voters and unregistered voting age consumers for download and direct activation through digital, SMS, mail, and more.



DONOR ACQUISITION

Find new donor acquisition prospects based on historical donor behavior, and reach out to them across multiple platforms.



STRATEGY & ANALYSIS

Generate counts, cross-tabs, and sophisticated analysis in just seconds for your campaign strategy or research.

What's Inside

259M+

RECORDS

153M+

CELL PHONES

750+

DATA POINTS

Built For Success

41X ROI FROM A LISTBUILDER AUDIENCE

In the span of two hours, an advocacy organization created a donor prospecting list from ListBuilder, deployed it via SMS, and got 41x their investment on the program (including data and SMS costs). This list had a 3.7% donor acquisition rate, and an average donation of \$116.

3.7%

DONOR
ACQUISITION RATE

\$116

AVERAGE DONATION

Need help?

Our team of experts is available to answer any questions you have. Use the QR code to contact us.

