



SMARTMATCH

LIST ENHANCEMENT PLATFORM

SmartMatch enables users to take any list of individuals and match them to over 259M people in the TargetSmart database. With SmartMatch, you can get rich voter, contact, demographic, and lifestyle data about people on your list – all within minutes.

Uses



UNDERSTAND YOUR AUDIENCE



BUILD SMARTER MODELS & AI TOOLS



SHARPEN MESSAGING & RESEARCH



IMPROVE DIGITAL TARGETING

What's Inside

800+

PERSON-LEVEL
DATA POINTS

150M+

CELLPHONE
NUMBERS

100+

INTEREST
INDICATORS

Built For Success

DEMOGRAPHICS

- Education level
- Children in household
- Marital status
- Ethnicity
- Veteran status
- C3-approved political indicators

ECONOMIC SIGNALS

- Estimated income & net worth
- Homeownership or renter status
- Donor data
- Small business ownership

LIFESTYLE & INTERESTS

- **70+** shopping categories
- **100+** hobbies and passions
- **15+** media & tech platforms
- **10+** donor interest

Need help?

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

