

Political audience intelligence at scale.

RevOptimal's political audiences are built from known, self-declared voter behavior, cause affinities, and candidate preference. Advanced in-house modelling ensures audiences are reflective of political behaviors and attitudes around the country, balanced to dozens of demographics, including education level, rural vs urban residence, age, and gender.



Deliver your message with the most precise targeting, spanning **political preferences, voting predictions, and party affiliations**

270M

US profiles with 100+ deterministic attributes

28B

resolved device linkages

3B+

behavioral actions processed daily



Political Segments, Ready for Activation

From unregistered liberals in swing states to urban Gen-Z activists, select from 200+ pre-built segments or contact us for 24-hour delivery of custom audiences



Identity-First, Privacy-Forward

Confidently activate using identity-resolved profiles with 100s of insightful attributes, while maintaining privacy and never using 3rd-party cookies



Refreshingly Up to Date

Ditch stale data and maximize your spend by leveraging the only audience intelligence platform with daily behavioral, interest, and affinity updates

Dozens of activation channels



Segment List

RevOptimal > Political > Battleground / Swing States >

- Arizona Democrats
- Arizona Republicans
- Arizona Undecided / Swing Voters
- Georgia Democrats
- Georgia Republicans
- Georgia Undecided / Swing Voters
- Michigan Democrats
- Michigan Republicans
- Michigan Undecided / Swing Voters
- Minnesota Democrats
- Minnesota Republicans
- Minnesota Undecided / Swing Voters
- Nevada Democrats
- Nevada Republicans
- Nevada Undecided / Swing Voters
- New Hampshire Democrats
- New Hampshire Republicans
- New Hampshire Undecided / Swing Voters
- North Carolina Democrats
- North Carolina Republicans
- North Carolina Undecided / Swing Voters
- Pennsylvania Democrats
- Pennsylvania Republicans
- Pennsylvania Undecided / Swing Voters
- Wisconsin Democrats
- Wisconsin Republicans
- Wisconsin Undecided / Swing Voters

RevOptimal > Political > Political Party / Affiliation >

- Democrat / Liberal / Left
- Libertarian
- Moderates
- Registered Democrat
- Registered Republican
- Republican / Conservative / Right
- Swing Voters
- Unaffiliated / No Party Affiliation
- Undecided

RevOptimal > Political > Causes >

- Alarmed / Worried by Climate Change
- Believes in Climate Change
- Dismissive of Climate Change
- Does not Believe in Climate Change
- Does not Support Child Tax Credit
- Does not Support Climate Change Policy
- Does not Support Family Help / Care Policies
- Does not Support Family Leave
- Does not Support Labor Unions
- Does not Support Path to Citizenship Immigration Law
- Does not Support Progressive Tax Model
- Does not Support Raising Minimum Wage
- Does not Support Tax Breaks for Rich / Wealthy
- Does not Support Women's Rights / Abortion Rights / Family Planning
- Does not want to legalize cannabis / weed / THC / marijuana
- Does not want to limit campaign donations
- Supports Child Tax Credit
- Supports Climate Change Policy
- Supports Family Help / Care Policies
- Supports Gun Control
- Supports Gun Rights / Does not Support Gun Control
- Supports Labor Unions
- Supports Paid Family Leave
- Supports Path to Citizenship Immigration Law
- Supports Progressive Tax Model
- Supports Raising Minimum Wage
- Supports Tax Breaks for Rich / Wealthy
- Supports Women's Rights / Abortion Rights / Family Planning
- Wants to legalize cannabis / weed / THC / marijuana
- Wants to limit campaign donations

RevOptimal > Political > Registration Status >

- Registered to Vote
- Unregistered to Vote



Segment List (cont.)

RevOptimal > Political > Voter Demographics >

- Baby Boomer Democrats
- Baby Boomer Republicans
- Baby Boomer Undecided / Swing Voters
- Blue-collar / Working Class
- Children Present in Household
- College Degree / College Completed
- Cord-cutter
- Does not Own Gun / Not a Gun Owner
- Easy to Reach Digitally / Digitally Reachable
- Female Democrats
- Female Republicans
- Female Undecided / Swing Voters
- Gen-X Democrats
- Gen-X Republicans
- Gen-X Undecided / Swing Voters
- Gen-Z Democrats
- Gen-Z Republicans
- Gen-Z Undecided / Swing Voters
- Has Children / Parent
- Has Gun in Household / Lives in Household with a Gun
- High School Diploma Only
- High-income (\$150,000+)
- Homeowners / Owns Home
- Likely to be a Political Activist
- Male Democrats
- Male Republicans
- Male Undecided / Swing Voters
- Married / Civil Union / Living with Partner
- Middle-income (\$50-150,000)
- Millennial / Gen-Y Democrats
- Millennial / Gen-Y Republicans
- Millennial / Gen-Y Undecided / Swing Voters
- Not Involved in Politics
- Not Likely to be a Political Activist
- Owns Guns / Gun Owner
- Rural
- Rural College-Educated
- Rural Democrats
- Rural Females
- Rural Males
- Rural No College Degree
- Rural Republicans
- Rural Undecided / Swing Voters
- Suburban
- Suburban College-Educated
- Suburban Democrats

RevOptimal > Political > Voter Demographics > (cont.)

- Suburban Females
- Suburban Males
- Suburban No College Degree
- Suburban Republicans
- Suburban Undecided / Swing Voters
- Urban
- Urban College-Educated
- Urban Democrats
- Urban Females
- Urban Males
- Urban No College Degree
- Urban Republicans
- Urban Undecided / Swing Voters
- Very Involved in Politics
- Veteran / Military
- White-collar

RevOptimal > Political > Voting Motivations / Platforms >

- Anti-Cannabis / Weed / Marijuana / THC Legalization
- Anti-Environment / Conservation / Global Warming / Green
- Anti-Family Leave / Government Help for Families
- Anti-Gun Rights
- Anti-Labor Unions
- Anti-Raising Minimum Wage
- Anti-Tax Breaks
- Immigration Control Advocates
- Immigration Rights Advocates/Supporters
- Pro-Cannabis / Weed / Marijuana / THC Legalization
- Pro-Choice / Family Planning
- Pro-Environment / Conservation / Global Warming / Green
- Pro-Family Leave / Government Help for Families
- Pro-Gun Rights
- Pro-Israel
- Pro-Labor Unions
- Pro-Life
- Pro-Marriage Equality
- Pro-Raising Minimum Wage
- Pro-Tax Breaks



Segment List (cont.)

RevOptimal > Political > Voting Type >

- Absentee or Mail-in
- Early Voters / Likely to Vote Early

RevOptimal > Political > Voting History >

- Voted for Biden in 2020
- Voted for Trump in 2020
- Voted in 2016 General Election
- Voted in 2020 General Election

RevOptimal > Political > Voting Prediction >

- Likely to Vote for Donald Trump
- Likely to Vote for Kamala Harris

RevOptimal > Political > Voting Behavior >

- Frequent Voter
- Infrequent Voter
- Local Election Voter / Votes in Local Elections
- Mid-Term General Election Voter / Votes in Mid-Terms
- Municipal Election Voters
- Non-Presidential Primary Voter / Votes in Non-Presidential Primaries
- Off-Year General Election Voter / Votes in Off-Year General Elections
- Presidential General Election Voter / Votes in Presidential General Elections
- Presidential Primary Election Voter / Votes in Presidential Primary Elections
- Primary Election Voters
- Super Voter

