

POLITICAL TARGETING WITH GEOPULSE®

Factual's Geopulse data services enable you to reach the right voters with location based targeting.

RELEVANT MESSAGING IN REAL TIME

Deliver a relevant and timely message to undecided voters or rally the base with a real time response to a shift in the polls. Geopulse political targeting is a zero-waste solution for precise real-time delivery of customized messages to a specified battleground area or across the US.

PRECISE TARGETING TO IRREGULARLY SHAPED AREAS

Districts are often irregularly shaped, so standard geographic targeting (e.g. MSAs, city, zip code) doesn't work well for political purposes. Factual built custom polygons to enable precise targeting based on users' voting districts across the US.

GEOPULSE PROXIMITY® TARGETING

Use location based targeting to meet your needs:

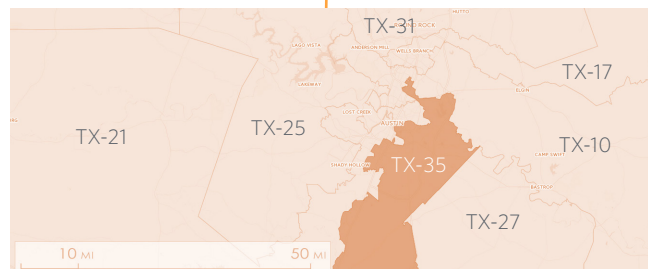
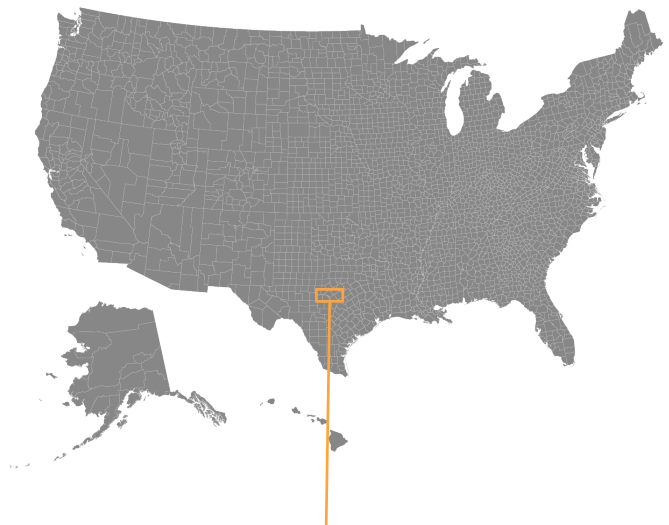
- App Downloads
- POI Targeting
- Event Marketing
- Issue-Based Marketing
- Polling Location Awareness

GEOPULSE AUDIENCE® TARGETING

Whether the election is a proposition based initiative or a local race based on specific issues, understand voters' interests and find supports.

GET STARTED

Contact us at strategy@factual.com to learn more about our ad targeting data.



Irregularly shaped districts of varying sizes require Congressional District polygons for precise targeting instead of traditional geographical targeting.