

# Purchase Data & Send Targeted Outreach

Leidos DSI offers fully-vetted voter data enriched with **over 900 data points** to help you understand exactly who you're targeting and what their key interests and concerns are. You can use these insights to create highly targeted outreach to your constituents. Read on for purchasing options and how to leverage your new data package.

## Purchase Options



### Full Voterfile

Includes:

- Email addresses
- Quarterly data refreshes

### One-Time Phone List

Includes:

- Every landline and cell phone for registered voters

### One-Time Email List

Includes:

- All known emails for registered voters

### One-Time Segment List

Create a custom list from over 900 data points, such as ideology, voting history, economic anxiety, and more.

## How to Use Your Data



### Enewsletter

Send surveys to see how constituents' have been impacted by COVID-19.



### Digital Advertising

Point your most vulnerable constituents to helpful resources.



### Text Messaging

Promote upcoming webinars, telephone town halls, or push for opt-ins.



### Telephone Town Halls

Target voters with children to share educational resources.

**\*NEW\* Printed Mailing** – Our modeled 2020 USHR data identifies voters who read everything they receive in the mail. Pull a list of mail readers and send them a letter on CARES Act resources using a **printed mail template** from our partners at DOTGOV.