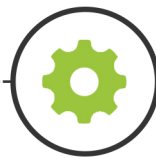




VOTIFIED

OVERVIEW



Votified is the first real time online voter profiling tool, appending registered voter data to panelist records entering your survey.

www.logitgroup.com

YOUR AUDIENCE

AT YOUR FINGERTIPS



WHAT IS VOTIFIED?

Votified is the first real time online voter profiling tool. With Votified you can append registered voter data to panelist records entering your survey, allowing you to set quotas and constraints based upon political affiliation as well as voting history.

HOW DOES IT WORK?

The Logit Group has partnered with Aristotle, the leading pioneer in political technology, servicing many of the largest grassroots organizations, PACs and political campaigns in the U.S. and abroad. Utilizing Aristotle's registered voter database, Votified can match using a combination of over 100+ profile points across multiple sample sources.

MATCH RATE & VALIDATION

The standard match rate for Votified, depending upon sample source, can range from 40%-70%. Optimal match rates are achieved using a combination of primary and secondary data points as well as tie ins with third-party validation tools.

Since every record is matched to Aristotle's registered database, respondents that enter your study are validated against a number of data points. This provides a new level of accuracy for online political polling that wasn't previously available.

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ONLINE VS. PHONE

With Votified you can run voter campaigns in a fraction of the time compared with traditional phone projects. Studies are also more economical, and when political season comes along, finding available seats for dialing is no longer a problem.

ADDRESS VERIFICATION

Votified has built in address verification through third-party API plugins. This ensures that every participant in your study is authenticated.

500+ VOTER PROFILING POINTS

With Votified you have access to over 500 registered profile points that you can append to your data. Everything from voter history to donor likelihood is available. Ask us about any specific data point you might be interested in.

REAL TIME QUOTA MANAGEMENT

Votified compares panelist records to registered voter lists in real time. This allows you to setup quotas based on party affiliation and likelihood to vote.



Logit can help you on your next project.

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