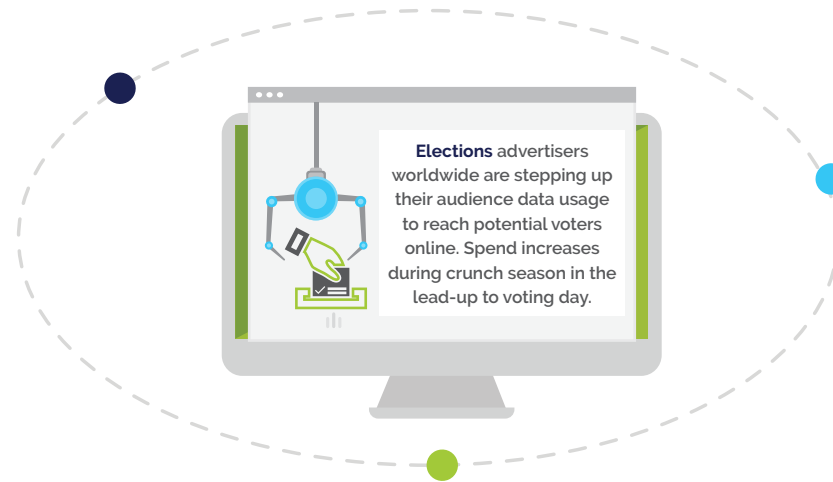# LOOKING TO TARGET POTENTIAL VOTERS?

We have got the audience you need!

Sociodemographic

- Demographic - Inferred Age - 26-35
- Demographic - Inferred Age - 46-55
- Demographic - Lifestyle - High Net Worth Individual (HNWI)

Elections advertisers worldwide are stepping up their audience data usage to reach potential voters online. Spend increases during crunch season in the lead-up to voting day.

Those that believe in a cause

- Demographic - Generation - Y Generation/Millennials
- Grapeshot - Society - Charities
- Roy Morgan Research - Political Issue Most Important - The needs of families

B2B Sociodemographic data

- Global Bombora - B2B Predictive Signals - Healthcare - Administration
- Global Bombora - B2B Predictive Signals - Healthcare - Patient Management
- Global Bombora - B2B Demo - Functional Area - Medical/Health - Physical Medicine and Rehabilitation
- Global Bombora - B2B Predictive Signals - Human Resources - Diversity

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