INCLUDED IN THE BASE PLAN

i360 VOTER & CONSUMER DATA

As part of this plan, you will have full access to i360's comprehensive voter and consumer data for your selected geography. This data incorporates extensive political identification, coalition, and membership information to build the most complete profile for every individual. A unique combination of hard data points and predictive modeling updated on a daily basis, i360's comprehensive data enables us to predict behaviors and actions, such as the likelihood to support or oppose an issue or candidate or go to the polls on election day, with unparalleled accuracy.

i360 PORTAL

The i360 Portal, your one-stop action management platform, is designed for usability and available for analysis and reporting, giving you eyes into every aspect of your operation. Branded for your organization, the i360 Portal enables you to manage your contacts in a single closed-loop data management system. From simple data management to survey building to in-depth analysis, this highly scalable solution will ensure data from your field programs is seamlessly integrated into the database. Furthermore, because the platform sits adjacent to the i360 central database; any voter, consumer or taxonomy attributes that we maintain on an individual are available in the Portal immediately.

API Integration: i360 synchronizes many preferred platforms, including WinRed and Anedot, with the i360 database to integrate from third party sources in real time, either through the standard i360 API or through a custom API (as per agreement). *Pricing will vary based on the scope of the project.*

i360 CALL

i360's cutting-edge, cloud-based predictive dialer application uses proprietary algorithms to automatically adjust the volume of calls based upon the number of volunteers calling and voters answering — maximizing your time and budget. With features built specifically for the end users, i360 Call gives volunteers the ability to choose the format they prefer whether that's plugging their headphones into a tablet or accessing call surveys on their web browser from the comfort of their home computer. *Per minute costs apply.*

i360 TEXT

Your volunteers can reach thousands of voters in a matter of minutes with i360 Text. i360 is always ahead of the campaign technology curve, and i360 Text is no exception. Our closed-loop, peer-to-peer texting feature enables you to cut through the clutter and reach your target audience quickly and effectively.

With i360's closed-loop system, there is no need to import and export your data through various systems, wasting time and money, Instead, get the full picture of your grassroots activity and monitor all your voter outreach seamlessly in the i360 Portal. *Per text costs apply.*

GRASSROOTS DASHBOARDS

i360's analytics team knows the importance of integrating real-time analytics and data into every part of a successful effort – creating dashboards and visualizations to help you succeed. With the i360 Grassroots Dashboards, you can stay on top of your grassroots activity with real-time updates of door and call volume visualized in an interactive display in the i360 Portal.

i360 TRAINING & HELP CENTERS

Get started using i360's Portal through our i360 Training Center and Help Center. With comprehensive training documents, videos, best practice articles, and FAQs, you and your team will be able to get off the ground as quickly as possible - because we know that time is of the essence!

CHAT & EMAIL SUPPORT

With live chat support you can get your questions answered quickly and when it's convenient for you through the chat and email features in the i360 Portal.

ADD ONS:

i360 ESSENTIAL MODELS

i360's standard predictive model suite includes the i360 Affinity Model (political leaning) and the i360 Propensity Model (likelihood to vote in the general election). These key models allow you to pinpoint your target voters for maximum impact.

What sets our modeling capability apart from others is the superior underlying data and ensemble modeling process. We place the utmost emphasis on the quality and accuracy of our data to ensure our models are as predictive as possible empowering organizations to target audiences with precision.

Our team of data scientists apply advanced data mining techniques and statistical pattern recognition to provide key pieces of intelligence to our clients. Coupling large random sample surveys and ensembling multiple advanced machine-learning algorithms to minimize error coming from any one algorithm, our models generate accurate, individual-level predictions.

i360's capabilities have been tested through internal and external validation by public sector data mining firms and by statewide and national clients across the country.

i360 ADVANCED MODELS

i360's advanced predictive model suite includes more than twenty issue models, as well as access to the i360 Top Issue model. Combined, these models enable you to see the full picture and develop a tailored strategy to reach the right target with a message that counts.

The i360 Top Issue model is a game-changer in the industry, giving you insight into those political issues that matter most to your target voters. With the ability to overlay any of these models, you can target your audience with maximum precision for a highly advanced and segmented outreach strategy that's sure to make an impact.

i360 WALK

Accessible in the Apple App Store and Google Play store and optimized for all devices, i360 Walk, i360's mobile canvassing application, offers turn-by-turn directions and real-time data collection. i360 Walk utilizes customized surveys with dynamic scripting and ordering logic and provides household information for volunteers to survey any voter in the home. Dynamic Scripting provides a structure to ensure staff and volunteers ask the right questions at the right doors.

POLL FLUSHING

This technology allows volunteers and staff to check in voters at their polling locations and remove them from calling and door-to-door lists to ensure you aren't wasting resources on voters who have already cast their ballots. Subject to availability.

i360 ACTION

Increase your impact and expand your footprint with i360 Action. i360 Action is a highly-customizable action center that seamlessly connects your organization's website with your i360 Portal database. i360 Action not only improves your recruitment efforts but moves those volunteers to action more quickly by making it easy to sign petitions, contact elected officials, and make calls from home with just a few clicks.

Unlike other event management solutions, with i360 Events, part of i360 Action, you control the branding because you host the events on your site. No more 3rd party branding or temptations to navigate to other organizations' events. Featuring a seamless integration with the i360 Portal, all your event data is hosted in one place so you can put it to use. Search the i360 database to create highly targeted lists and email invitations directly through the interface.

Grow your support base by asking your activists to share events and invite their friends through social media. Schedule your events, email invitations, track attendance, encourage supporters to invite friends online, and manage follow-ups on the same platform you use to oversee all aspects of your digital outreach.

i360 VOTE

Using i360 Vote, you can provide a resource for your target voters to request absentee ballot applications, find early voting locations and find Election Day polling places.

i360 Vote is integrated with Google Maps and even includes a street view of convenient polling locations so your voters know exactly what to look for as they head to cast their ballots. Subject to availability.

PREMIUM SUPPORT

Prefer to get your questions answered over the phone? Request a call from one of our client services specialists at your convenience.

PERFORMANCE DASHBOARDS

Holding your staff and volunteers accountable is key to your success. i360's Performance Dashboard helps you ensure your volunteers are doing their best work by flagging anomalies that help you identify issues and make decisions on the fly.

i360 DEEP DIVES

The i360 Deep Dive is an in-depth analysis showing you everything you need to know including the demographic and psychographic breakdown of your target market, and includes a dedicated consultant to walk you through it. Use this as a roadmap to ensure a data-driven campaign from start to finish.

GRASSROOTS PLANNER

Our proprietary tools allow you to easily build out a custom grassroots plan that suits your campaign's needs. This includes visualizations, KPIs, and volunteer shift building tools.

ADD-ONS: DIGITAL & TV ADVERTISING

All of the i360 TV and digital targeting offerings are made available directly from the respective platform or partner — i360 is the data and analytics provider behind each. i360 will facilitate introductions to media buyers and media data vendors upon request and will start the process to grant you and your media buyers access to i360 segments at any time.

TV & DIGITAL TARGETING

To augment your paid media strategy, i360 offers digital and addressable TV solutions that enable you to reach and engage your target audiences across every channel. Partnerships with major media data companies and online advertising platforms, coupled with i360's custom segments and analytics capabilities, bring precision and efficiency to your media buying decisions. Make sure that your media buyers are targeting the same audiences online and on addressable TV by asking them about the i360 suite of media tools. Addressable TV and digital targeting is subject to additional costs.

ONLINE AD TARGETING

i360 works with industry-leading match services to onboard and anonymize, at the individual level, over 100 political, issue and lifestyle segments for display, video and CTV/OTT targeting so that you can target the same voters offline, online. i360 will work with your digital agency, or in-house media buying team, to set up access across i360's existing integration partners or any additional preferred media channels. This allows you to run inventory counts to inform your digital media buying strategy, and ultimately serve ads to audiences that matter most. Contact your account representative and learn how i360 data could be included in all of your digital media campaigns.

FACEBOOK AD TARGETING

i360 offers a direct integration with Facebook within the i360 Portal. Easily export audiences from the i360 Portal directly to your Facebook Business Manager to use immediately for Facebook advertising campaigns. The integration allows you to easily export the same lists used for mail, calls and doors directly to Facebook. Reach out to your i360 Representative to learn more.

ADDRESSABLE POLITICAL SATELLITE ADVERTISING

i360 partners with D2 Media – a joint venture between DirecTV and Dish Network – to match i360's extensive data to the D2 subscriber base of over 20 million households. This partnership enables you to identify and serve unique ads at the household level. Addressable TV advertising offers you and your media buyers to serve completely different ads direct to households based on political or issue affinity, no matter which stations or programs they are watching. Ask your account representative to access the i360 Segments.