Below is an overview of standard political interest segments that are available and may be used by Amobee’s clients to deliver targeted advertising using Amobee’s advertising technology.

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High Dollar Donors - Republican
High Dollar Federal Donors - Democrat
High Dollar Federal Donors - Republican
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Independent Voters Likely
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Latino Voters
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Millennial Voters
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Older Progressive Thinkers
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Opinion Leaders
Opinion Research Responders
Opportunity Seeking Democrat
Oppose Obamacare Voters
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Political Issues
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Republican Voter Likely
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Right Leaning Independents
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Shinto Voters
Sikh Voters
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Single Voters
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Social Liberal
Social Positions
Social Progressives
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Swing State Voter
Swing Voters
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Swing Voters - Presidential Elections
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Swing Voters Likely
Swing Voters Unlikely
Swing Voters Unlikely
Swing Voters
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Trial Attorney Donor
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Unconnected & Unregistered
Undecided / Undeclared Voters
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Unregistered Conservative Prospective Voters
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Unregistered Prospective Voters
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Very Conservative/Hard Republican
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Very Liberal/Hard Democrat
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Veterans Donors Democrat Voters
Veterans Donors Republican Voters
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Voter Marital Status
Voter Propensity
Voter Registration Status
Voter Segment
Voter Values
VoterFile
Voter Score | Frequent, Infrequent, Never, Super
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Voters by Demographic
Voters by Occupation
Voters by Voting History
Voters with Children
Voters with Employer-Provided Health Insurance
Voters with Grandchildren
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Voting Behavior
Voting Block: Race
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Voting Block: Registration Unidentified
Voting Block: Voter Registration Status Active
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Watches Political TV-Liberal
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World News
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Young Republican