



Interactive IDs

Build Your Campaign by Starting With Fast, Accurate IDs

Spoken Hub's interactive IDs make your data useful for generating action.

Identify your base to engage your supporters – that is the first step in any campaign. Communicate with a mass of people as individuals, not as a group. Our auto calls let you break through today's mass media noise machines.

How IDs Work

- **Quickly identify your target audience.** Spoken Hub can make millions of calls per day so you don't have to wait.
- **Test your message.** We help write and test your scripts to get your audience to respond.
- **Make it consistent.** Auto calls eliminate human error. Each survey is delivered as written.
- **Know your results are accurate.** In 2006, Spoken Hub's interactive IDs consistently tracked the public polls.
- **Coordinate with other channels.** Interactive IDs start your campaign off quickly and cost-effectively. You can then follow up with live calls, targeted mailings, door-to-door canvassing, or another round of interactive calls.

Proven Performance Record

Spoken Hub won the top Pollie award for automated phones after the 2004 election cycle. For John Kerry, Spoken Hub identified more than 1 million new supporters and reached 50% of Democrats in battleground and blue states. In the 2006 cycle, Spoken Hub used interactive survey calls widely for campaigns in states across the country to gauge support, recruit volunteers, and build robust lists of supporters.

"Using Spoken Hub, we can accurately ID our voters at a low cost. Every call program is executed quickly and accurately, which is crucial to our campaign."

-Lynda Tocci, Democratic Campaign Consultant

www.spokenhub.com

For more information, please call 866-487-1713 or email contact@spokenhub.com

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