**VOTER GRAVITY VERSION 2.0 FEATURES SHEET** *Updated 6.26.13*

**Effectively contacting and turning out voters**

**is easy and time-efficient with Voter Gravity**

Voter Gravity is a state-of-the-art mobile canvassing solution that can be accessed by smartphone, personal computer, or tablet. Voter Gravity’s simple and beautiful design produces targeted, insightful and immediate information about the audiences that mean most to your campaign.

**Trusted experts with deep experience**

Voter Gravity has been in the campaign technology marketplace since 2011. The Voter Gravity solution was developed by leading conservative grassroots campaign experts who understand both the door-to-door and online battle for each vote. Every detail within the Voter Gravity solution focuses on how to better identify, understand and turn out voters.

**Integrated solution**

Voter Gravity integrates innovative voter contact tools, an extensive database of 100+ million active voters, a user-friendly dashboard and simple voter data analytics tools into a mobile canvassing solution that turns information into votes.

**State-of-the-art phone banking**

Voter Gravity’s built-in phone banking system integrates pre-collected and databased voter contact information and enables clients to contact voters in real time or through predictive dialing.

*Eye-popping walk-lists.*

*Easy-to-use mobile functionality.*

*State-of-the-art phone banking.*

*And, quick and clean analytics.* ***Every time.***

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[www.VoterGravity.com](http://www.votergravity.com/)

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**VOTER GRAVITY VERSION 2.0 FEATURES**

*Beautiful Map-Based Walk-Lists*

* **Optimized**: User-friendly, mapped-out walk-lists can be created 25 at a time (with ability to reach 625 voters total per canvassing effort) and are sequentially ordered for most efficient canvassing of any area
* **Time-efficient:** Walk-lists that took three to four days to develop and complete can now be done in minutes
* **Easy Assignment:** Electronically developed walk-lists can be assigned and delivered to volunteers in under five minutes
* **Surveys “On the Fly:”** Fully customizable pop-up scripts and surveys can be developed to any campaign, and quickly adjusted, even while volunteers are canvassing
* **Targeted Tagging:** Voter information and preferences can be readily tagged for audience, issue, location, and more

*Integrated Phone and Voter Contact System*

* **Built-in Phone System**: Voter Gravity is one of the first on the market to link canvassing and phone systems in real-time through automated call lists via VoIP or cell
* **Easy Data Access:** Clients can access pre-collected and databased voter contact information quickly
* **Quick Creation:** Comprehensive call lists can be created in a matter of minutes
* **Predictive Dialing:** Predictive dialing can be set-up through system to re-target voters with calls

*User-friendly and Intuitive Dashboard*

* **Easy-to-Use:** Big buttons and smart navigation are welcoming and will appeal to new and seasoned volunteers alike
* **Intuitive:** Smart features such as one-touch upload ensure voter information is easily recorded and managed for future outreach and action
* **Quick Data Collection:** Voter data entry is quick, easy, and in real-time, allowing for maximum voter interaction time
* **Less Voter Data Loss:** Mobile platform encourages easy data entry and uploads, resulting in less data loss and better results

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*Streamlined Analytics*

* **Easy:** Voter Gravity analytics reports are easy to create, read, share, and process
* **Quick:** Instant data upload allows for quick data analytics
* **Smart:** Meaningful tools are built-in to functionality, saving analytics time

*Cost-effective and Secure*

* **Cost-effective:** Competitive, transparent and affordable pricing make Voter Gravity accessible to any campaign
* **Secure:** Voter Gravity data is cloud-based and highly secure with industry leading protocols and firewalls in place

*Great Service and Support*

* **Training:** Voter Gravity clients are provided detailed guides, individual support, and intuitive training modules
* **Webinars/Training Sessions:** Voter Gravity offers regular training webinars and bi-weekly product webinars
* **Easy to Reach**: Voter Gravity service representatives work campaign hours to make sure users have the support and help they need

*Pre-loaded Database with Extensive Voter Information*

* **Current:** Voter Gravity is continually updated, augmented, and scrubbed for highly accurate and current information
* **Meaningful:** Built by experienced conservative leaders who understand grassroots campaigning
* **Robust:** Pre-loaded with 100+ million active voter files ready for local voter information upload/download

*Contact us to take Voter Gravity for a spin.*

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