

Verified Voter Graph™

The Most Accurate, Contactable, and Intelligent View of the American Voter

Overview

The Verified Voter Graph™ combines the precision of the national registered voter file with the depth and verification rigor of a multi-source consumer intelligence platform. Built from partnerships with leading data providers, this solution connects registered voter information with verified contact data and rich consumer insights, enabling more confident targeting and higher engagement rates.

Why It Matters

Traditional voter data often falls short where it matters most: contact ability and accuracy. The MSG Verified Voter Graph™ closes that gap by linking multiple verified data sources together and verifying every phone record to ensure its active and usable. The result is a cleaner, richer, and more reliable voter dataset designed for today's modern outreach.

Key Advantages

- **Verified Phone Connectivity**
All phone numbers are verified and validated for connectivity — reducing wasted calls and improving outreach ROI.
- **Multi-Source Enrichment**
Registered voter data enhanced with verified consumer insights from top national data partners for a 360° view of each individual.
- **Intelligent Data Linkage**
Advanced identity resolution connects voter records with household and behavioral data — creating a unified, actionable graph.



- **High-Confidence Targeting**
Multi-source verification ensures that each contact is accurate, compliant, and ready for engagement.
- **Built for Scale & Compliance**
National coverage with built-in quality controls and privacy safeguards to meet the highest standards of responsible data use.

Use Cases

- Political Campaigns: Maximize live voter contact and reduce wasted calling.
- Advocacy & PACs: Target audiences based on verified identity and interest alignment.
- Research & Polling: Increase completion rates with higher-quality, reachable samples.
- Commercial Outreach: Reach verified voters who are also verified consumers.

The Result

A verified, contactable, and contextually rich voter universe — enabling you to reach real people, not just names on a list. With multi-source validation and live contact screening, you can engage more effectively, spend more efficiently, and trust every record you use.