CAR RESEARCH

# The Campaign AI Landscape 2026

## 53 Companies and 58 Products Reshaping Political Campaign Technology

Campaign AI Research October 2026

| 53 | 58 | 6 |
|---|---|---|
| Core Companies | Products | Market Sectors |

Campaign AI is becoming a distinct software market spanning the operating stack of modern political campaigns.

Independent research • Verified company universe • Structured market intelligence

# Executive Summary

Artificial intelligence is no longer confined to a small set of experimental tools at the edge of political campaigning. The CAR Campaign AI Company Universe — October 2026 V2 identifies 53 core companies offering 58 qualified AI products, services and modules specifically built for electoral campaign use.

These offerings span the campaign operating stack—from voter intelligence, research and polling to fundraising, messaging, creative production, advertising, CRM, workflow automation and compliance. Some are AI-native products built specifically around new model capabilities. Others are AI features being embedded into established political technology platforms already used by campaigns.

CAR defines this market narrowly. Inclusion requires evidence that an offering is specifically applicable to electoral campaign operations and that artificial intelligence or machine learning performs a material function. General-purpose AI systems are outside the primary Company Universe even when campaigns use them. V2 also separates adjacent Political Advocacy AI from the core universe when a product's documented AI use is legislative or grassroots advocacy rather than electoral campaigning.

The resulting dataset suggests that Campaign AI is becoming a distinct layer of the political technology market rather than simply a collection of generative-AI tools. Generative AI is the most visible technology layer, but the universe also includes predictive modeling, classification and NLP, speech AI, computer vision, analytics and emerging agentic orchestration.

At the same time, the market remains structurally unsettled. CAR finds a fragmented ecosystem of specialized products rather than a dominant Campaign AI platform. AI-native entrants are developing new campaign-specific applications while established political technology companies are adding AI capabilities to CRM, messaging, voter data, fundraising and advertising systems.

CAR's enrichment research also identifies an important evidence gap between product supply and observable deployment. In the earlier active/beta research set, CAR found attributable named political AI deployment evidence for 8 of 50 products, represented by 13 deployment records. Six products had vendor-reported product- or product-family-scoped quantitative adoption claims; none of those quantitative adoption metrics was independently corroborated in that pass. These figures do not mean that the remaining products are unused. They show that product availability is easier to verify than actual campaign adoption.

## Seven findings

1. Campaign AI is spreading across the campaign operating stack. The market now reaches voter intelligence, research, polling, fundraising, messaging, creative production, advertising, CRM, operations and compliance. It can no longer be adequately described as a content-generation category.

2. Generative AI is the most visible layer, but it does not define the market. Generation increasingly operates alongside prediction, classification, analytics, conversational systems and orchestration. The market is technologically broader than the generative-AI label suggests.

3. AI is moving from standalone tools into established campaign workflows. Incumbent political-technology platforms are adding natural-language interfaces, segmentation, analysis, content assistance and agentic functions to systems campaigns already use.

4. Product supply is ahead of publicly verifiable adoption. Campaign AI has moved beyond purely theoretical experimentation, but public evidence showing which campaigns use which products—and at what scale—is much thinner than evidence of product availability.

5. The market remains fragmented. The universe is organized around specialized campaign functions rather than a single integrated Campaign AI operating system.

6. Human oversight may be a structural feature of political AI. Many products produce classifications, recommendations, drafts or research that remain subject to human review, approval or escalation.

7. The emerging frontier is moving from generation toward orchestration. A smaller class of products is beginning to connect AI reasoning with campaign data, software and multi-step workflows.

> CAR central assessment: Campaign AI is becoming a distinct software market spanning the operating stack of modern political campaigns. But the market remains fragmented, product supply is ahead of publicly verifiable adoption, and AI is increasingly moving from standalone generation tools into existing campaign workflows.

# 1. The Campaign AI Company Universe

The Company Universe is CAR's empirical backbone for the 2026 Landscape. The frozen October 2026 V2 dataset contains 53 core companies and 58 qualified products, services and modules. Qualification and lifecycle are separate: qualification answers whether an offering belongs in the core electoral Campaign AI market; lifecycle describes its current commercial or product status. V2 records 46 active products, 3 beta products, 3 announced products and 6 qualified offerings whose current availability remains unestablished.

| Measure | V2 | Interpretation |
| --- | --- | --- |
| Qualified core companies | 53 | Distinct providers with at least one core qualifying offering |

| Measure | V2 | Interpretation |
|---|---|---|
| Qualified products / services / modules | 58 | Full core qualified universe, regardless of lifecycle |
| Active products | 46 | Current lifecycle recorded as active |
| Beta products | 3 | Current lifecycle recorded as beta |
| Announced products | 3 | Qualified but not yet established as active/beta |
| Availability unknown | 6 | Qualified; present availability not established |

Admission rule: an offering must satisfy both tests: electoral campaign specificity and a material AI/ML function. General-purpose AI used by campaigns does not qualify on that basis alone. CAR separately preserves adjacent political-AI products whose AI function is established but whose documented scope is primarily legislative or grassroots advocacy.

## A market defined by campaign function, not by model brand

CAR's unit of analysis is the campaign-specific product, module or service—not the underlying foundation model. This prevents the market map from collapsing into a list of general-purpose AI vendors and makes it possible to compare offerings by the campaign work they actually perform. The V2 boundary review also distinguishes electoral Campaign AI from adjacent Political Advocacy AI; the latter is researched but excluded from headline core counts when electoral specificity is not established.

## Six market sectors

| Sector | Role in V2 market map |
|---|---|
| Campaign Intelligence | Voter modeling, research, polling and intelligence |
| Campaign Communications | SMS, voice, email and fundraising communications |
| Campaign Creative | Content, image, video and synthetic-media production |
| Campaign Execution | Advertising, field and GOTV execution |
| Campaign Operations | CRM, workflow automation and agentic operations |

| Sector | Role in V2 market map |
| --- | --- |
| Governance & Compliance | Campaign-finance and compliance support |

## 2. Campaign AI Is Moving Across the Campaign Operating Stack

The strongest structural finding is breadth. Campaign AI is not concentrated in one task. The universe reaches the sequence through which campaigns acquire information, decide whom to contact, create messages, distribute them, raise money, manage supporters and review compliance.

> Voter intelligence → Research & polling → Fundraising → Messaging → Creative → Advertising → Field/GOTV → CRM & operations → Compliance

Examples show different forms of operational embedding. PollCap applies AI to fundraising and field assistance. FreeMessaging.ai classifies inbound voter SMS, retrieves campaign-approved answers, captures response signals and routes unsupported or sensitive questions to staff. ISPolitical's Compliance AI analyzes campaign-finance material and produces warnings for staff review. These are different products, but they share a common pattern: AI is being inserted into a campaign workflow rather than offered only as a blank-page generator.

> CAR judgment: Campaign AI is evolving from a collection of generative-content tools into an AI layer across the campaign operating stack.

## 3. Generative AI Dominates—but It Does Not Define the Market

The frozen V2 universe confirms the same structural pattern found in earlier passes: generative AI is the most visible technology layer, but it is only one part of the market. Core offerings also use predictive modeling, classification and NLP, conversational systems, speech AI, computer vision, retrieval, analytics and emerging orchestration. Technology tags can overlap because one product may combine several AI functions.

| Recorded AI type | V2 role |
|---|---|
| Generative AI | Most visible layer; content, research, assistance and workflow generation |
| Predictive / machine learning | Voter, donor, propensity and audience modeling |
| NLP / classification | Message understanding, classification, retrieval and compliance review |
| Speech AI | Conversational voice and speech-enabled voter contact |
| Hybrid | Multi-model combinations across campaign workflows |
| Computer vision | Document/image extraction and related operational tasks |

The implication is analytical, not merely taxonomic. A market dominated by generation would primarily compete on producing copy, images and video. The observed universe also competes on who can predict, classify, retrieve, summarize, recommend and coordinate campaign work.

> CAR judgment: Generative AI is the most visible technology layer in Campaign AI, but the market's deeper structure combines generation with prediction, classification, analytics and orchestration.

# 4. From Standalone AI Tools to Embedded Campaign Intelligence

The Company Universe contains two development paths. AI-native entrants build campaign software around model capabilities from the start. Established political-technology companies add AI to systems that already hold campaign data, users and workflows.

## AI-native entrants

Examples include Convos in conversational voter messaging, Quiller in fundraising and political writing, Change Agent in campaign and advocacy workspaces, OneCampaign.ai in guided campaign content, and emerging workflow products such as RenegadeIntel.

### Embedded AI inside established systems

NGP VAN's Navigator adds natural-language assistance to campaign CRM work; its Interface project explores agentic access to campaign systems. Campaign Nucleus adds AI segmentation while separately announcing marketing-AI assistance. Resonate, DIRECTV, StackAdapt, and Viant bring AI into audience intelligence and political advertising. These examples illustrate AI moving into systems that already hold campaign data, users, media access and workflows.

This changes the competitive question. Model access is increasingly available to many vendors; proprietary political data, workflow integration, distribution, customer relationships and compliance knowledge may become more durable advantages.

> CAR judgment: The next phase of Campaign AI may be defined less by standalone AI tools and more by AI embedded inside systems campaigns already use.

## 5. Campaign AI Has Entered Real Campaigns—but Adoption Remains Hard to See

CAR's targeted enrichment pass researched the earlier 50-product active/beta set for launch history, product purpose, named deployments and quantitative adoption. It found attributable named political AI deployment evidence for 8 products, totaling 13 deployment records. Six products had product- or product-family-scoped quantitative vendor adoption claims. None of those quantitative adoption metrics was independently corroborated in that pass.

| Earlier enrichment measure | Result |
|---|---|
| Products researched | 50 |
| Products with named political AI deployment evidence | 8 |
| Named deployment records | 13 |
| Products with product/family-scoped quantitative vendor adoption claims | 6 |
| Products with independently corroborated quantitative adoption | 0 |

These figures are evidence-coverage measures, not market-adoption rates. Missing public deployment evidence is not evidence of non-use.

### Illustrative documented deployments

Convos / Defend Our Courts — independent reporting documented the deployment; program counts remain vendor-reported.

HaystaqDNA / Bernie Sanders 2016 — historical case evidence describes survey-trained support models, donor modeling and campaign workflows.

i360 / Bill Cassidy and Peter Meijer campaigns — named cases document modeling and targeting functions; they do not establish current-version adoption or causal electoral effects.

Daisychain / Patients Union and Mother Forward — vendor-published customer evidence documents named use of AI Flows in political or legislative organizing.

TrollWall / Petr Pavel presidential campaign — a non-U.S. case documenting AI moderation of campaign social media comments.

### What CAR does not count as deployment

A customer logo is not a verified deployment. A demo is not a deployment. An anonymous testimonial is not a named deployment. Addressable audience size is not product adoption. A vendor-wide customer count is not evidence that a specific AI module was used.

> CAR judgment: Campaign AI has crossed from experimentation into real political deployment, but the observable market remains substantially more mature in product supply than in publicly verifiable adoption evidence.

## 6. A Market of Specialists, Not Yet a Campaign AI Operating System

The 58 core qualified offerings cover many campaign functions, but the market is not consolidated around one provider that visibly controls the full chain from voter intelligence through research, fundraising, messaging, advertising, field, CRM and compliance.

Instead, specialization remains the norm: voter-modeling firms, fundraising intelligence products, P2P messaging systems, creative tools, political advertising platforms, CRM modules, research assistants and compliance products. Multi-product incumbents exist, but breadth is still different from an integrated AI operating system.

> CAR judgment: Campaign AI is becoming a distinct political-technology market, but it remains fragmented around campaign functions rather than consolidated around a dominant AI platform.

A recurring CAR research question follows: Will a Campaign AI operating system emerge, or will orchestration occur through interfaces that connect specialized systems?

# 7. Human-in-the-Loop May Be a Feature, Not a Limitation

A recurring product pattern is: input → AI analysis or generation → recommendation/draft → human approval → political action. This is visible across messaging, polling, research, compliance and workflow products.

FreeMessaging.ai routes unsupported or sensitive questions to staff. Vottiv uses AI to assist survey-question generation while polling human respondents. FullPAC's GOTVIntel assembles research for customer verification. NGP VAN's natural-language segmentation produces editable campaign-system outputs. ISPolitical's Compliance AI produces warnings for staff review rather than autonomously filing campaign-finance reports.

Political workflows carry unusual error costs: a wrong answer can create legal, reputational, strategic or electoral consequences. That makes human review potentially durable even as model performance improves.

> CAR inference: Human oversight may be an architectural feature of political AI, not merely a temporary limitation of today's models.

# 8. From Generation to Orchestration: The Emerging Agentic Campaign

The agentic frontier remains small relative to the full market, so CAR treats it as an emerging signal rather than a mature category. But several products point toward a shift from producing one output to reasoning across campaign data, tools and steps.

> Generation: “Write this fundraising email.”→ Assistance: “Analyze these voters and recommend an audience.”→ Orchestration: “Understand my objective, access campaign data and tools, execute multiple steps and return an actionable result.”

NGP VAN Interface explores agentic access to campaign systems. FullPAC's GOTVIntel uses AI agents to assemble due-diligence research from public materials. PolaAI's BASE positions agentic infrastructure around campaign data, donors, volunteers and voters. These products remain early evidence of a shift from isolated generation toward multi-step campaign orchestration.

> CAR judgment: The frontier of Campaign AI is beginning to move from generation toward orchestration.

# 9. Company & Product Intelligence — 53 Core Companies

This chapter replaces the earlier database-style directory with reader-facing company profiles. Each profile distinguishes the vendor, the exact qualifying AI product or capability, how a campaign would use it, the AI function, CAR classification and CAR assessment. The verification pass does not protect the earlier 57-company / 62-offering count: unresolved records remain explicitly flagged until publication-grade evidence is sufficient.

> Editorial rule: Qualification ≠ Lifecycle ≠ Adoption. “Verified” means CAR has evidence for campaign specificity and a material AI function; it does not by itself establish current commercial availability, broad adoption or independently verified performance.

# Campaign Intelligence

## Aristotle — Predictive Voter Modeling & Digital Audiences [active]

**Company.** Aristotle is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Digital Audience Data.

**Campaign AI Product / Capability.** Applies machine learning and predictive modeling to voter, consumer and donor data to build political audience models and targeting segments, including models related to party affiliation, likelihood to vote and propensity to donate.

**How Campaigns Use It.** Campaigns can use modeled audiences to identify and segment likely voters, persuadable voters, supporters and prospective donors, then activate those audiences through digital advertising and other outreach channels.

**AI Function.** Predictive machine learning / voter modeling.

**CAR Classification.** Voter Data & Modeling / Digital Advertising.

> **CAR Assessment.** Established political-data platform embedding machine learning into voter modeling and audience creation, rather than a standalone generative-AI campaign tool.

Evidence. https://www.aristotle.com/data/

## Civly — AI Campaign Intelligence, Research & Synthetic Polling [active]

**Company.** Civly is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Synthetic Polling.

**Campaign AI Product / Capability.** Uses AI for political research, synthetic polling and related campaign-intelligence workflows.

**How Campaigns Use It.** Campaigns can use the platform for candidate/opposition research, rapid intelligence and simulated opinion research.

**AI Function.** Generative AI / research synthesis / synthetic polling.

**CAR Classification.** Research & Intelligence / Polling & Simulation.

> **CAR Assessment.** A multi-function political-intelligence layer rather than a single-purpose polling product.

Evidence. https://civly.ai/synthetic-polling

---

## Demos — Demos [active]

**Company.** Demos is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Demos.

**Campaign AI Product / Capability.** Campaign narrative monitoring.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** NLP / Generative AI

**CAR Classification.** Research & Intelligence

Evidence. https://www.demos.inc/

---

## FullPAC — GOTVIntel — AI-Agent Campaign Research & Due Diligence [active]

**Company.** FullPAC is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** GOTVIntel.

**Campaign AI Product / Capability.** Uses AI agents to assemble campaign research and due-diligence reports from public materials.

**How Campaigns Use It.** Campaigns and political organizations can accelerate structured background research while reviewing the resulting report.

**AI Function.** Generative AI / agentic research.

**CAR Classification.** Research & Intelligence / AI Agents.

> **CAR Assessment.** An emerging agentic research application rather than a general-purpose campaign chatbot.

Evidence. https://gotv.com/intel

## GoodParty — AI Campaign Assistant & Content Builder [active]

**Company.** GoodParty is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** AI Campaign Assistant; AI Campaign Content Builder.

**Campaign AI Product / Capability.** Provides campaign-specific AI assistance and content-generation capabilities for candidates.

**How Campaigns Use It.** Candidates can use AI for campaign guidance and production of campaign communications and materials.

**AI Function.** Generative AI / campaign assistance.

**CAR Classification.** Research & Intelligence / Content Generation.

> **CAR Assessment.** An AI-assisted candidate platform aimed at lowering the operating burden for smaller campaigns.

Evidence. https://goodparty.org/blog/article/political-campaign-tools | https://goodparty.org/blog/article/political-campaign-tools

## HaystaqDNA — PoliticalHQ — AI & Predictive Voter Modeling [active]

**Company.** HaystaqDNA is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** PoliticalHQ National Models.

**Campaign AI Product / Capability.** Applies AI and predictive analytics to voter and commercial data to generate issue, behavior and support models at the individual-voter level.

**How Campaigns Use It.** Campaigns can turn model scores into voter-contact, persuasion, fundraising and GOTV universes.

**AI Function.** Predictive machine learning / voter modeling.

**CAR Classification.** Voter Data & Modeling.

> **CAR Assessment.** A mature predictive-Campaign-AI pattern: data to model to voter score to campaign universe to activation.

Evidence. https://haystaqdna.com/politicalhq/

## i360 — AI-Powered Predictive Voter Models & Audiences [active]

**Company.** i360 is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** i360 Models.

**Campaign AI Product / Capability.** Uses AI and machine learning across large political and consumer datasets to build predictive models and political audience segments.

**How Campaigns Use It.** Campaigns can use modeled scores and segments for targeting, persuasion, fundraising and voter-contact planning.

**AI Function.** Predictive machine learning / audience modeling.

**CAR Classification.** Voter Data & Modeling / Digital Advertising.

> **CAR Assessment.** An incumbent political-data provider embedding ML into established voter-targeting infrastructure.

Evidence. https://www.i-360.com/political-products-old/i360-models/

---

## Mandatique — AI Voter Assistant [availability_unknown]

**Company.** Mandatique is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** AI Voter Assistant.

**Campaign AI Product / Capability.** Claude-powered chatbot answers from party program and policy documents.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** Generative AI

**CAR Classification.** Research & Intelligence

> **CAR Assessment.** Current availability has not been established in CAR's public-source review.

Evidence. https://www.mandatique.com/

## Neutron — Neutron Political Intelligence [active]

**Company.** Neutron is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Neutron Political Intelligence.

**Campaign AI Product / Capability.** Source-cited AI answers for campaign and policy research.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** Generative AI

**CAR Classification.** Research & Intelligence

Evidence. https://www.neutronsays.com/

## Numinar — AI-Powered Campaign Data Platform & Voter Modeling [active]

**Company.** Numinar is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Numinar 3.0.

**Campaign AI Product / Capability.** Uses built-in machine learning within a political campaign data platform to model voter preferences and support campaign data analysis.

**How Campaigns Use It.** Campaigns can connect modeling with CRM, canvassing, calling, texting and polling workflows.

**AI Function.** Predictive machine learning / voter modeling.

**CAR Classification.** Voter Data & Modeling / Campaign Operations.

> **CAR Assessment.** A clear example of predictive AI embedded in an integrated campaign data platform.

Evidence. https://www.numinar.com/

## Resonate — Cortex — Predictive Voter Intelligence & Agentic Campaign Platform [active]

**Company.** Resonate is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Cortex Politics & Advocacy; Ignite (political offering).

**Campaign AI Product / Capability.** Combines predictive voter intelligence with AI-assisted audience discovery, recommendations, activation and optimization.

**How Campaigns Use It.** Political and advocacy teams can use the platform to understand audiences, construct segments and move from insight toward activation.

**AI Function.** Predictive ML / AI-assisted analytics / agentic assistance.

**CAR Classification.** Voter Data & Modeling / Digital Advertising / Research & Intelligence.

> **CAR Assessment.** Better understood as an intelligence and activation platform than as a single voter-data product.

Evidence. https://www.resonate.com/reports/cortex-politics-advocacy/ | https://www.resonate.com/ignite-platform/

---

## SingleTask — Campaign Intelligence [active]

**Company.** SingleTask is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Campaign Intelligence.

**Campaign AI Product / Capability.** Campaign research and rapid-response implementation.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** Generative AI

**CAR Classification.** Research & Intelligence

> **CAR Assessment.** The vendor-reported congressional campaign deployment is unnamed; it does not establish a named deployment.

Evidence. https://singletask.ai/solutions/campaign-intelligence

## Stasiast — Stasiast Olympus and Aegis platform [availability_unknown]

**Company.** Stasiast is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Stasiast Olympus and Aegis platform.

**Campaign AI Product / Capability.** Olympus models synthetic population responses; Aegis generates political creative.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** Generative AI

**CAR Classification.** Polling & Simulation

> **CAR Assessment.** Current availability has not been established in CAR's public-source review.

Evidence. https://www.stasiast.online/

## The Political Group — HyperPulse political research [active]

**Company.** The Political Group is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** HyperPulse political research.

**Campaign AI Product / Capability.** Political mode of synthetic research platform.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** Hybrid AI

**CAR Classification.** Polling & Simulation

> **CAR Assessment.** The provider's historical campaign-client total does not establish adoption of HyperPulse.

Evidence. https://www.thepoliticalgroup.com/hyperpulse

## Vottiv — AI-Assisted Campaign Polling & Content Platform [active]

**Company.** Vottiv is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Vottiv Polling.

**Campaign AI Product / Capability.** Uses AI to help construct neutral survey questions and also applies campaign information to content-generation workflows inside a broader campaign platform.

**How Campaigns Use It.** Campaigns can define research goals, review AI-assisted questions, field surveys to voter-file samples and use campaign information in communications workflows.

**AI Function.** Generative AI / polling assistance / content generation.

**CAR Classification.** Research & Intelligence / Polling / Content Generation.

> **CAR Assessment.** An embedded-AI platform; the qualifying capability is broader than a single polling-question generator.

Evidence. https://www.vottiv.com/polling

# Campaign Communications

## aKillion — IONCandidate [active]

**Company.** aKillion is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** IONCandidate.

**Campaign AI Product / Capability.** Campaign-specific conversational texting jointly introduced by aKillion and Subtext.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** Generative AI / NLP

**CAR Classification.** SMS & Messaging

> **CAR Assessment.** An unnamed campaign's reported message volume does not establish a named deployment or independently verified impact.

Evidence. https://akillion.us/ioncandidate

---

## CallHub — Elevate reply assistance [active]

**Company.** CallHub is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Elevate reply assistance.

**Campaign AI Product / Capability.** Political peer-to-peer texting assistance.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** NLP

**CAR Classification.** SMS & Messaging

Evidence. https://support.callhub.io/hc/en-us/articles/60049354046745-Enable-AI-capabilities-in-Peer-to-Peer-Texting-using-Elevate

---

## Campaign Nucleus — AI Segment Builder & Marketing AI

**Company.** Campaign Nucleus is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** AI Segment Builder — Active; Marketing AI copy assistance — Announced.

**Campaign AI Product / Capability.** Embeds AI into campaign CRM and marketing workflows, including natural-language segment construction and AI-assisted campaign marketing content.

**How Campaigns Use It.** Campaign teams can translate prompts into audience filters and use AI assistance inside existing campaign marketing workflows.

**AI Function.** Generative AI / natural-language segmentation / content assistance.

**CAR Classification.** CRM / Workflow Automation / Campaign Communications.

> **CAR Assessment.** An embedded-AI platform moving toward a broader campaign operating layer rather than a standalone AI point solution.

Evidence. https://www.campaignnucleus.com/products/marketing | https://www.campaignnucleus.com/blog/ai-segment-builder

## Civox — Conversational AI Voice for Political Campaigns [availability_unknown]

**Company.** Civox is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Civox campaign calling.

**Campaign AI Product / Capability.** Provides campaign-focused conversational voice outreach using speech AI.

**How Campaigns Use It.** Campaigns can use AI-mediated calling for voter outreach while the current commercial availability remains separately tracked.

**AI Function.** Speech AI / conversational voice.

**CAR Classification.** Voice AI / Campaign Communications.

> **CAR Assessment.** Qualification and lifecycle should remain separate: campaign-specific AI is established, while present availability requires continued verification.

Evidence. https://www.civox.com/

## Convos — Controlled Conversational AI for Political Texting [active]

**Company.** Convos is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Convos.

**Campaign AI Product / Capability.** Conducts campaign-defined two-way SMS conversations, interprets voter replies and converts those interactions into structured campaign intelligence.

**How Campaigns Use It.** Campaigns establish messaging strategy and guardrails while the system scales individualized conversations and captures response signals.

**AI Function.** Conversational AI / NLP / classification / sentiment analysis.

**CAR Classification.** SMS & Messaging / Voter Intelligence.

> **CAR Assessment.** Represents the transition from mass political texting toward AI-mediated voter conversation.

Evidence. https://convos.ai/

## Daisychain — AI-Powered Organizing CRM & Conversational Flows [active]

**Company.** Daisychain is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Daisychain AI features.

**Campaign AI Product / Capability.** Embeds AI in political and advocacy messaging for audience filtering, reply assistance, opt-out interpretation and multi-step conversational flows.

**How Campaigns Use It.** Organizers can use AI to maintain conversations, retrieve information, capture structured responses and update campaign data.

**AI Function.** NLP / conversational AI / workflow automation.

**CAR Classification.** SMS & Messaging / CRM / Organizing.

> **CAR Assessment.** Illustrates the shift from AI-assisted messaging toward AI-mediated organizing workflows.

Evidence. https://www.daisychain.app/features/ai

---

## DFX Intelligence — PollCap [active]

**Company.** DFX Intelligence is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** PollCap.

**Campaign AI Product / Capability.** Political fundraising and field assistance.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** Predictive / Machine Learning / Generative AI

**CAR Classification.** Fundraising

Evidence. https://www.pollcap.com/fundraising

## DonorBureau — Predictive Donor Modeling for Political Fundraising [active]

**Company.** DonorBureau is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** DonorBureau political donor modeling.

**Campaign AI Product / Capability.** Applies data science, machine learning and predictive analytics to identify likely donors and model giving propensity.

**How Campaigns Use It.** Campaigns can rank and segment fundraising prospects for targeted donor acquisition.

**AI Function.** Predictive machine learning / donor propensity modeling.

**CAR Classification.** Fundraising / Donor Intelligence.

> **CAR Assessment.** A classic predictive-Campaign-AI workflow: donor and voter data to propensity score to fundraising audience.

Evidence. https://donorbureau.com/who-we-serve

---

## FreeMessaging.ai — AI-Assisted Political SMS Response & Voter Intelligence [active]

**Company.** FreeMessaging.ai is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** FreeMessaging.ai reply assistance.

**Campaign AI Product / Capability.** Uses NLP to classify inbound voter messages, retrieve campaign-approved answers, capture response signals and assist replies, with unsupported or sensitive questions routed to staff.

**How Campaigns Use It.** Campaigns can scale two-way SMS response handling while retaining approved information and human escalation.

**AI Function.** NLP / conversational assistance / classification.

**CAR Classification.** SMS & Messaging / Voter Intelligence.

> **CAR Assessment.** A human-in-the-loop conversational messaging module. CAR disclosure is required because of its affiliation with 360AI Media.

Evidence. https://freemessaging.ai/resources/how-does-ai-help-with-replies

## Grassroots Analytics — Quiller [active]

**Company.** Grassroots Analytics is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Quiller.

**Campaign AI Product / Capability.** Political and nonprofit fundraising content.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** Generative AI

**CAR Classification.** Fundraising

> **CAR Assessment.** Named deployment is supported by an attributable testimonial, not an independently audited adoption or performance finding.

Evidence. https://www.quiller.ai/

---

## Hustle — Script Assistant [active]

**Company.** Hustle is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Script Assistant.

**Campaign AI Product / Capability.** Campaign messaging script generation.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** Generative AI

**CAR Classification.** SMS & Messaging

> **CAR Assessment.** Provider-wide message totals do not establish use of Script Assistant.

Evidence. https://hustle.com/resource/announcing-hustles-script-assistant/

## NGP VAN — Navigator, Interface & Donor Target Scores [availability_unknown, active, beta]

**Company.** NGP VAN is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Donor Target Scores; Navigator; NGP VAN Interface - Claude integration.

**Campaign AI Product / Capability.** Navigator translates natural-language requests into CRM segmentation criteria; Interface explores agentic access to campaign data and workflows; Donor Target Scores apply predictive modeling to fundraising prospecting.

**How Campaigns Use It.** Campaign staff can query campaign data in natural language, build segments, explore AI-assisted workflow access and identify potential donors.

**AI Function.** Generative AI / natural-language interface / agentic integration / predictive ML.

**CAR Classification.** CRM / AI Agents / Fundraising.

> **CAR Assessment.** A strong example of AI moving inside an established campaign system of record. Human review remains part of the workflow.

Evidence. https://www.ngpvan.com/resources/webinars/using-donor-target-scores-to-find-new-donors/ | https://www.ngpvan.com/resources/newsroom/ngp-van-launches-navigator-bringing-the-power-of-natural-language-search-to-the-progressive-ecosystems-most-powerful-crm/ | https://www.ngpvan.com/resources/case-studies/ngp-van-launches-ngp-van-interface-bringing-agentic-ai-to-democratic-and-progressive-campaigns-ahead-of-midterm-elections/

## Peerly — AMP AI / Canvasser AI — AI-Assisted Political P2P Conversations [active]

**Company.** Peerly is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** AMP AI.

**Campaign AI Product / Capability.** Analyzes incoming voter replies, extracts sentiment or intent, records structured data and assists with campaign-approved responses.

**How Campaigns Use It.** Campaigns can use AI to scale P2P conversations while preserving approved messaging and staff oversight.

**AI Function.** Generative AI / NLP / conversational assistance.

**CAR Classification.** SMS & Messaging / Voter Intelligence.

> **CAR Assessment.** Part of a distinct conversational political-messaging cluster in which AI both interprets and assists response handling.

Evidence. https://peerly.com/ai-driven-p2p/

---

## PolaAI — BASE — Agentic Campaign Infrastructure [active]

**Company.** PolaAI is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** BASE.

**Campaign AI Product / Capability.** Positions BASE as agentic campaign infrastructure connecting campaign data and operational workflows.

**How Campaigns Use It.** Campaigns can use the platform for donor preparation, outreach content and broader campaign-management assistance.

**AI Function.** Generative AI / agentic workflow assistance.

**CAR Classification.** Campaign Operations / Fundraising / AI Agents.

> **CAR Assessment.** An emerging orchestration-layer vendor; public deployment claims should remain labeled vendor-reported unless independently corroborated.

Evidence. https://polaai.net/

---

## RumbleUp — AI Assist / 3.0 AI tools [active]

**Company.** RumbleUp is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** AI Assist / 3.0 AI tools.

**Campaign AI Product / Capability.** Campaign SMS drafting, reply assistance, and natural-language contact filtering.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** Generative AI / NLP

**CAR Classification.** SMS & Messaging

> **CAR Assessment.** RumbleUp 3.0 names the host platform; the qualifying offering is its documented AI tools, not the entire messaging platform.

---

## Sterling — Sterling political donor modeling (documented 2022) [availability_unknown]

**Company.** Sterling is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Sterling political donor modeling (documented 2022).

**Campaign AI Product / Capability.** Historical Akkio implementation models political donor propensity.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** Predictive / Machine Learning

**CAR Classification.** Fundraising

> **CAR Assessment.** CAR has not established a distinct official product name or current availability for the documented donor-modeling service.

Evidence. https://sterling.ai/akkio-helps-sterling-strategies-target-the-right-donors/

---

## TrollWall AI — AI Political Social-Media Moderation & Engagement [active]

**Company.** TrollWall AI is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** TrollWall for Politics.

**Campaign AI Product / Capability.** Uses NLP and generative AI to analyze comments, detect harmful or problematic content, recommend moderation actions and assist response drafting.

**How Campaigns Use It.** Political organizations can moderate high-volume social conversations and prepare responses while retaining governance controls.

**AI Function.** NLP / classification / generative AI.

**CAR Classification.** Social Media / Monitoring / Engagement.

> **CAR Assessment.** Fills a distinct Campaign AI function in social-media moderation and engagement rather than campaign content generation alone.

Evidence. https://www.trollwall.ai/how-it-works

---

## Txtra — AI-Native Political Messaging & Campaign Operations Platform [active]

**Company.** Txtra is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Txtra.

**Campaign AI Product / Capability.** Combines AI drafting, inbox briefing, natural-language analytics, segmentation and pre-send prediction within a political messaging platform.

**How Campaigns Use It.** Campaign staff can draft and analyze messages, segment contacts and assess likely delivery or opt-out risk while retaining approval before messages are sent.

**AI Function.** Generative AI / analytics / prediction / segmentation.

**CAR Classification.** SMS & Messaging / Campaign Operations.

> **CAR Assessment.** A strong human-in-the-loop example: AI assists multiple messaging decisions while campaign staff retain execution control.

Evidence. https://txtra.com/

# Campaign Creative

---

## AutomatedTeams — AI Video for Political Campaigns [active]

**Company.** AutomatedTeams is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** AI Video for Political Campaigns.

**Campaign AI Product / Capability.** AI political video production service.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** Generative AI / Speech AI

**CAR Classification.** Video Generation

> **CAR Assessment.** The demonstration candidate is not a verified campaign customer.

Evidence. https://automatedteams.com/video

---

## CampaignAI — CampaignAI video production service [active]

**Company.** CampaignAI is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** CampaignAI video production service.

**Campaign AI Product / Capability.** Human-finished political video service with AI-assisted scripts and generated footage.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** Generative AI

**CAR Classification.** Video Generation

> **CAR Assessment.** CAR has not established a distinct official product name for this managed video service. AI postproduction is described as forthcoming, not currently available.

Evidence. https://campaignai.us/video-production-process

---

## Change Agent — Campaign AI Assistant & Civic Intelligence Platform [active]

**Company.** Change Agent is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Change Agent AI.

**Campaign AI Product / Capability.** Combines a campaign-specific AI workspace with civic and public-record information for research, drafting and analysis.

**How Campaigns Use It.** Campaign and advocacy teams can conduct research and content work inside an environment designed around political workflows and organization data.

**AI Function.** Generative AI / research assistance / civic intelligence.

**CAR Classification.** Research & Intelligence / Content Generation / Workflow Assistance.

> **CAR Assessment.** Differentiation comes from political context, workflow and data controls rather than the foundation model alone.

Evidence. https://thechange.ai/

---

## Electable — AI Campaign Advisor & Content Operations Platform [active]

**Company.** Electable is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Electable.

**Campaign AI Product / Capability.** Provides campaign-specific AI guidance and content generation for candidates, committees and campaign staff, grounded in race, district, issues and campaign messaging.

**How Campaigns Use It.** Users can obtain campaign guidance and generate speeches, social content and talking points while retaining editing control.

**AI Function.** Generative AI / campaign advisory / content generation.

**CAR Classification.** Campaign Operations / Content Generation.

> **CAR Assessment.** An AI-native campaign-management layer aimed at making strategy and content capabilities available to smaller campaign organizations.

Evidence. https://electableai.com/

---

## Electora — Electora campaign website builder [announced]

**Company.** Electora is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Electora campaign website builder.

**Campaign AI Product / Capability.** Candidate campaign website creation.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** Generative AI

**CAR Classification.** Content Generation

> **CAR Assessment.** Public availability has not been established; the product page solicits early-access waitlist registrations.

Evidence. https://electora.ai/

## Grow Progress — Persuasion Sandbox — AI-Assisted Political Message Development [availability_unknown]

**Company.** Grow Progress is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Persuasion Sandbox.

**Campaign AI Product / Capability.** Uses generative AI to create political message concepts from campaign objectives, persuasion tactics, audience values and language constraints.

**How Campaigns Use It.** Campaigns can generate message variants and connect them to audience research and empirical message testing.

**AI Function.** Generative AI / persuasion-message generation.

**CAR Classification.** Content Generation / Research & Intelligence.

> **CAR Assessment.** Distinctive because AI generation sits between audience understanding and message testing rather than operating as a generic writing tool.

Evidence. https://growprogress.ai/insight/red-teaming-persuasion-sandbox/

---

## MEC Campaigns — Campaign OS with AI Policy Advisor [active]

**Company.** MEC Campaigns is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** MEC AI policy advisor.

**Campaign AI Product / Capability.** Embeds a campaign-specific AI policy advisor inside a broader voter-file, outreach and campaign-operations platform.

**How Campaigns Use It.** Campaigns can make candidate positions available to an AI assistant for voter questions while using interaction data as campaign intelligence.

**AI Function.** Generative AI / NLP / campaign-specific conversational assistance.

**CAR Classification.** Campaign Operations / Content Generation / Voter Engagement.

> **CAR Assessment.** A Campaign OS pattern in which AI is connected to candidate policy information and campaign operations.

Evidence. https://meccampaigns.com/

## OneCampaign.ai — AI Campaign Manager & Campaign Operations Platform [beta]

**Company.** OneCampaign.ai is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** OneCampaign.ai.

**Campaign AI Product / Capability.** Combines an AI campaign manager with campaign-specific planning, messaging, fundraising, debate-preparation and content tools.

**How Campaigns Use It.** Candidates can move from campaign assessment and messaging framework into ongoing planning and production of campaign materials.

**AI Function.** Generative AI / campaign advisory / workflow assistance.

**CAR Classification.** Campaign Operations / Content Generation / Campaign Strategy.

> **CAR Assessment.** An emerging AI-native campaign operating layer, particularly relevant to resource-constrained campaigns.

Evidence. https://onecampaign.ai/

---

## Tavern Research — AI-Assisted Rapid-Response Polling & Message Testing [active]

**Company.** Tavern Research is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Full Loop.

**Campaign AI Product / Capability.** Uses AI to accelerate research design and message-testing workflows while fielding research to real human respondents.

**How Campaigns Use It.** Campaigns can rapidly convert breaking developments into polls or message tests without substituting synthetic respondents for human polling.

**AI Function.** Generative AI / research workflow assistance.

**CAR Classification.** Polling / Research & Intelligence / Message Testing.

> **CAR Assessment.** Should not be classified as synthetic polling; AI accelerates the research cycle rather than replacing human respondents.

Evidence. https://www.tavernresearch.com/

# Campaign Execution

## BattlegroundAI — AI Advertising Creation & Governance Infrastructure [active]

**Company.** BattlegroundAI is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** BattlegroundAI political ad creation.

**Campaign AI Product / Capability.** Combines political ad generation with campaign-specific workflow, brand controls, compliance constraints and human review.

**How Campaigns Use It.** Campaign teams can create and govern political creative across text, image and video workflows while maintaining review controls.

**AI Function.** Generative AI / governed creative production.

**CAR Classification.** Digital Advertising / Content Generation / Governance.

> **CAR Assessment.** Shows Campaign AI moving from raw generation toward governed production infrastructure.

Evidence. https://www.battlegroundai.com/

## DIRECTV — DIRECTV Elect — AI-Powered Political CTV Intelligence [active]

**Company.** DIRECTV is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** DIRECTV Elect.

**Campaign AI Product / Capability.** Applies AI to political CTV audience and issue intelligence using multiple political information signals.

**How Campaigns Use It.** Political advertisers can use AI-derived audience and issue insights to inform connected-TV media strategy.

**AI Function.** Predictive analytics / AI-assisted political media intelligence.

**CAR Classification.** Digital Advertising / CTV.

> **CAR Assessment.** Qualification should be scoped to DIRECTV Elect, not to DIRECTV as a whole; it is an incumbent distribution platform embedding AI into political advertising.

Evidence. https://www.directvelect.com/

## Hunter Creative — Beacon AI Script Coach - political campaigns [active]

**Company.** Hunter Creative is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Beacon AI Script Coach - political campaigns.

**Campaign AI Product / Capability.** Political canvassing script assistance.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** Generative AI

**CAR Classification.** Field & GOTV

> **CAR Assessment.** Public documentation conflicts on whether AI Script Coach is included or a paid add-on; pricing remains unresolved.

Evidence. https://www.beaconcnx.com/features/ai-script-coach

---

## IQM — AI Political Audience Planning & Programmatic Advertising [active]

**Company.** IQM is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** IQM political audience platform.

**Campaign AI Product / Capability.** Uses AI and NLP to translate political targeting objectives into audience construction and activation inside a political advertising platform.

**How Campaigns Use It.** Political advertisers can describe desired voters, build audiences from voter and behavioral data and activate those audiences programmatically.

**AI Function.** NLP / AI audience modeling / programmatic optimization.

**CAR Classification.** Digital Advertising / Voter Data & Modeling.

> **CAR Assessment.** A clear Ask → Analyze → Build → Activate workflow inside political ad-tech infrastructure.

Evidence. https://iqm.com/verticals/political-advertising/

## StackAdapt — Political AI Audiences [active]

**Company.** StackAdapt is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Political AI Audiences.

**Campaign AI Product / Capability.** Named political audience-modeling module within StackAdapt.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** Predictive / Machine Learning

**CAR Classification.** Digital Advertising

Evidence. https://www.stackadapt.com/industry-solutions/political

---

## Viant — AI-Optimized Political Programmatic Advertising [active]

**Company.** Viant is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Viant DSP (political implementation).

**Campaign AI Product / Capability.** Applies machine-learning optimization within political programmatic media buying.

**How Campaigns Use It.** Political advertisers can use automated bidding and optimization to execute digital media campaigns.

**AI Function.** Predictive ML / bid optimization.

**CAR Classification.** Digital Advertising.

> **CAR Assessment.** Political ad-tech infrastructure with material AI rather than an AI-native campaign application.

Evidence. https://www.viantinc.com/solutions/industry/politics/

# Campaign Operations

## Baraza — Maya [announced]

**Company.** Baraza is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Maya.

**Campaign AI Product / Capability.** Announced campaign AI assistance.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** Generative AI

**CAR Classification.** Workflow Automation

> **CAR Assessment.** Maya is announced as coming soon; its current availability has not been established.

Evidence. https://getbaraza.com/

## Donify — AI-First Political Fundraising CRM [beta]

**Company.** Donify is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Donify.

**Campaign AI Product / Capability.** Embeds AI in political fundraising CRM workflows, including natural-language donor-data assistance and AI extraction of contribution information from check images.

**How Campaigns Use It.** Fundraisers can query donor information, prioritize prospects and reduce manual contribution-entry work.

**AI Function.** NLP / computer vision / fundraising analytics.

**CAR Classification.** CRM / Fundraising.

> **CAR Assessment.** An embedded-AI campaign system of record rather than a standalone computer-vision utility.

Evidence. https://getdonify.com/

## Qomon — AI-Enabled Political CRM & Field Operations Platform [active]

**Company.** Qomon is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** AI Action Bar.

**Campaign AI Product / Capability.** Embeds natural-language querying, AI-assisted profiles/maps and operational recommendations inside a political CRM and organizing platform.

**How Campaigns Use It.** Campaign managers can query campaign data, identify segments, coordinate volunteers and move from analysis toward field action.

**AI Function.** Natural-language data interface / analytics / recommendation.

**CAR Classification.** CRM / Field & GOTV / Workflow Automation.

> **CAR Assessment.** A strong example of AI becoming an interface to the campaign system of record.

Evidence. https://qomon.com/solutions/political-campaign-software

---

## RenegadeIntel — RenegadeIntel [active]

**Company.** RenegadeIntel is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** RenegadeIntel.

**Campaign AI Product / Capability.** Campaign AI workspace.

**How Campaigns Use It.** Campaigns or political organizations can use the documented capability in the workflow identified by CAR; the verification pass has not established a broader claim beyond the cited product evidence.

**AI Function.** Generative AI

**CAR Classification.** Workflow Automation

Evidence. https://renegadeintel.com/

## ISPolitical — Compliance AI — AI-Assisted Campaign Finance Compliance [active]

**Company.** ISPolitical is included in the CAR universe only for the qualifying political/campaign AI capability described below; non-AI products in the company portfolio are not automatically included.

**Official product/service.** Compliance AI.

**Campaign AI Product / Capability.** Analyzes campaign-finance reports and regulatory correspondence to flag missing information, contribution-limit issues, calculation discrepancies and other potential filing problems.

**How Campaigns Use It.** Campaign finance teams can review potential compliance issues before filing and reduce corrective work.

**AI Function.** NLP / AI-assisted compliance analysis.

**CAR Classification.** Governance & Compliance.

> **CAR Assessment.** A distinct back-office Campaign AI use case focused on regulated campaign operations rather than persuasion or content.

Evidence. https://ispolitical.com/compliance/

## Adjacent Political AI — Tracked Outside the Core Universe

CAR preserves a separate adjacent register for political AI products whose material AI functionality is established but whose documented use is primarily legislative, grassroots or advocacy activity rather than electoral campaign operations. V2 excludes four such providers from the 53-company core universe: Quorum (Campaign Builder Agent), FiscalNote/VoterVoice (AI email assistance), CiviClick (Supporter Scoring) and NationBuilder (ActionButton Opinion Summaries). Their exclusion is a market-boundary decision, not a finding that the products lack AI.

> This boundary is deliberate: CAR's core Landscape measures AI products built for electoral campaign operations. Broader Political AI research can include advocacy, public affairs and legislative-engagement systems without mixing those markets into the headline Campaign AI count.

# 10. What the 2026 Market Tells Us About Where Campaign AI Is Going

## AI is becoming infrastructure

The market is moving from tools that campaigns open separately toward AI functions contained inside campaign systems. This does not eliminate AI-native entrants; it changes the basis of competition. Embedded products can inherit data access, permissions, workflows and distribution that standalone tools must build or integrate.

## Distribution may matter as much as model capability

As foundation models become more widely available, differentiated value can shift toward political data, campaign-specific interfaces, integration depth, compliance controls and customer distribution. This is one reason incumbent political-technology platforms matter in the 2026 landscape.

## The market architecture remains unsettled

The existence of 53 core companies and 58 qualified offerings demonstrates a substantial and increasingly differentiated supply side. It does not establish which categories will consolidate, which products will achieve broad adoption, or whether an integrated Campaign AI operating system will emerge.

> The 2026 landscape therefore points to a market entering its infrastructure phase: AI is spreading across campaign systems, but the durable winners will be determined less by access to foundation models than by trusted political data, workflow integration, distribution, compliance controls and demonstrated campaign use. The next research question is not whether Campaign AI exists, but which products become embedded enough in campaign operations to define the market's long-term architecture.

# 11. Methodology & Scope

Snapshot: CAR Campaign AI Company Universe — October 2026 V2 (frozen publication dataset).

Qualification: A core offering must establish both electoral campaign specificity and a material AI/ML function. Political advocacy AI is tracked separately when electoral specificity is not established.

Unit of analysis: Company plus qualifying product, module or service. A company's non-AI products do not qualify automatically.

General-purpose AI: General-purpose AI platforms are excluded from the primary Company Universe solely on the basis of campaign use.

Lifecycle: Qualification and lifecycle are separate. V2 includes active, beta, announced and availability-unknown core qualified offerings. Lifecycle describes product status; it does not determine whether an offering qualifies.

Source hierarchy: Official product documentation and announcements are preferred; campaign/customer materials and reputable reporting are used where appropriate. Search snippets, directories, logos and AI-generated summaries are leads, not qualification evidence.

Deployment evidence: Named deployment requires attributable evidence tying a political campaign or political organization to the AI product or product family. Logos, demos and anonymous testimonials do not meet the same standard.

Adoption claims: Vendor-reported quantities are labeled as vendor-reported and scoped to the product or product family where possible. Missing data is not treated as zero.

Unknowns: Not established / unavailable means CAR did not establish the field from reviewed evidence; it does not imply absence. Qualification, lifecycle, adoption and editorial verification are separate research dimensions.

Affiliation disclosure: FreeMessaging.ai carries an affiliation-disclosure requirement in the CAR dataset. CAR applies the same qualification and sourcing standard to affiliated and unaffiliated products; final public disclosure wording should identify the verified relationship without implying research independence that has not been established.

> The CAR Company Universe measures the observable and verifiable Campaign AI market. It does not attempt to measure all internal use of general-purpose AI by political campaigns.

## Research limitations

The Company Universe is evidence-bounded, not a claim of absolute market exhaustiveness. Product availability can change quickly and public documentation varies substantially across vendors. Deployment evidence is especially sparse, and the absence of a public named deployment cannot be interpreted as evidence that a product has no customers or use. V2 reflects CAR's final publication-boundary review: products whose material AI is established but whose documented scope is advocacy rather than electoral campaigning are preserved outside the core count.

V2 follows a final editorial verification pass across the qualified universe. The pass moved Quorum, FiscalNote/VoterVoice, CiviClick and NationBuilder to an adjacent Political Advocacy AI register; corrected lifecycle status for Hustle and Peerly to active; and aligned Campaign Nucleus Marketing AI copy assistance to announced status while preserving its separately documented active AI Segment Builder.

## Source note

This report is grounded in CAR's frozen October 2026 V2 Company Universe, product-level source provenance, company-by-company editorial verification and the October 2026 enrichment research package. Product URLs identify principal public sources recorded for each offering. The earlier enrichment pass remains explicitly historical where it covers the prior 50-product active/beta research set.