



L2 and PharosGraph Partner to Bring Voter-Level Narrative Intelligence to Political and Advocacy Activation

PharosGraph's voter-level models are now available on L2's national voter file, helping campaigns and advocacy teams build fresh persuasion, turnout, ballot, and local-narrative audiences for omnichannel activation.

Bothell, WA / Los Angeles, CA, August 25, 2026 — L2, the nation's leading independent voter data and technology firm, today announced a partnership with PharosGraph, a narrative intelligence platform that helps organizations understand how public narratives are forming, shifting, and influencing audiences in real time.

The partnership makes PharosGraph's voter-level narrative models available through L2's national voter file and DataMapping platform. Campaigns, committees, agencies, and advocacy organizations can build and activate audiences around issue salience, narrative position, ballot measures, persuasion, and turnout, without standing up a separate platform or reconciling a new data source.

The initial offering includes ready-to-use audiences for every statewide race and competitive U.S. House race, ballot measures, and major policy narratives. That covers the national issues every campaign already tracks, plus local issues such as data centers, healthcare access, energy, and housing. Teams can activate any of it across digital, CTV, mail, and other addressable channels through DataMapping, or request new audiences as emerging issues take hold.

Unlike static political segments or survey-based scoring, PharosGraph's models reflect the narratives and concerns taking hold now, locally. The result is a more current, granular view of which voters are persuadable, what is moving them, and where campaigns can find incremental reach without continuing to saturate the same audiences.

PharosGraph provides a broad library of national and hyperlocal narrative models, alongside the ability to score new issues as they emerge. For selected narratives, the platform can also provide deeper context on the underlying concern, a progressive-to-conservative ideological lens, and message guidance tailored to how the issue is taking hold locally.

"Our customers have always trusted L2 for the most accurate voter file in the industry," said Paul Westcott, President at L2. "This partnership means they can act on it immediately: PharosGraph's scoring comes built into the file they already use, so there's no new vendor to stand up and no data to reconcile."

"Every campaign is chasing the same persuadable voters. With PharosGraph now available through L2, teams can find incremental reach, understand what is moving those voters, and activate across channels from the same platform," said Craig Teich, Co-Founder and President of PharosGraph. "Whether it is a competitive race or a local issue like data centers, teams can quickly identify supporters, opponents, and the movable middle, then put that intelligence to work."

Together, L2 and PharosGraph give campaigns, advocacy organizations, and consultants a single file that carries both who a voter is and what that voter cares about, at the individual level. These models update continuously against local news and search activity, so campaigns are always working from current data.

About L2

L2 is the nation's leading independent voter data and technology firm. For more than 50 years, L2 has processed voter data from all 50 states and the District of Columbia, making it available through L2 DataMapping™, the industry's leading political data platform. L2 also provides constituent, consumer, automotive, modeling, and audience activation products used by campaigns, advocacy organizations, agencies, and commercial marketers.

To learn more, visit **l2-data.com**.

About PharosGraph

PharosGraph is a narrative intelligence platform that helps organizations understand how public narratives are forming, shifting, and influencing audiences in real time. Built at the intersection of AI, computational linguistics, behavioral science, and hyperlocal data intelligence, PharosGraph translates complex public discourse into actionable strategic intelligence at the neighborhood and voter levels, helping teams identify emerging momentum, competitive pressure, and where to act next.

Learn more at www.pharosgraph.com.

Media Contact

L2: Jordan Hubbard, Jordan.hubbard@L2-data.com, l2-data.com

PharosGraph: John Fetto, john@pharosgraph.com, pharosgraph.com