Generating an effective communications strategy in the political world requires having actionable media data at your fingertips to deliver the right messages to voters, constituents and the public at large. In today’s always-on news cycle, positive and negative news events can have a big impact on your political activities. Tracking fluctuating public sentiment on candidates and platforms – and that of your opponents – will help build a stronger share of voice as you stay completely informed.

Zignal Enterprise transforms media intelligence into a strategic asset, synthesizing both traditional and digital media in real-time to help political organizations and campaigns keep pace with relevant news, uncover key insights and make more impactful decisions. You’ll know what your voters, opponents and news outlets are saying so you can develop compelling messages to support your political objectives.

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### Key Challenges

- Monitoring the constant political chatter of broadcast news, social media and digital news outlets.
- Protecting public perception of candidates and policies from damaging news events.
- Knowing political fact from fiction to ensure your messages are seen as trustworthy in the public eye.
- Analyzing political trends typically entails a great deal of manual data gathering.
Understand the Influence Automated Accounts Yield

Dig below surface metrics to uncover the amount of automation involved in a conversation or activities designed to sway public opinion. Zignal Influence Intelligence allows you to separate human from automated voices to inform outreach strategy.

Associate Your Campaign with the Issues that Matter

Surface the most crucial information to help you understand the topics, initiatives and issues most relevant to your candidate, campaign or message, whether that’s gun control, data privacy, immigration or other areas.

Discover the Full Twitter Archive

Utilize Zignal Discover to instantly search and analyze what people are talking about on Twitter. Explore social trends, conversations, topics and track individual story performance to gather insights and proactively inform policy positions and strategy.

Map Attitudes across Many Political Dimensions

Incorporate a comprehensive, richly segmented dataset of social media conversations from federal and state government officials to identify lawmaker attitudes and coalitions around specific policy issues using Zignal GovGraph.
Stay Ahead of Current Events
Keep everyone informed with hourly, daily or weekly briefings throughout the campaign, during a crisis or during live events. Stay on top of newsworthy developments to keep your messages on target.

Gain Geographic Insights
Use geo-location and geo-enrichment demographics to map trends, gain location-based insights and track how your campaign or issue is performing for different regions and audiences.

Support Your Strategy with Data
Track sentiment scores, total mentions, impressions, influencers, competitive mentions, keywords, specific vernacular and much more. Measure your “share of voice” to understand how your messaging and content are resonating.

Generate Alerts
Targeted alerts let you know when to pay attention to developing stories and how your candidate or campaign is performing across media outlets.

Empower Your Political Team
Schedule daily reports showing improvement in share of voice, generate “reading lists” that include relevant notes and recommendations, show mention/share increases and create “what-if” scenarios to investigate outcomes of different strategies.

Know the Key Influencers
Distinguish the good media influencers from the negative and stay fully engaged with them when coverage is most important. Identify key press influencers and continually fuel the best media coverage of your campaign possible.

Access the millions of influencers supporting your objectives.
Relevant Use Cases

Zignal Labs helps companies gain control over unexpected crises in the following ways:

🔍 **Researching and Responding to Opponents**

Keeping tabs on an opponent’s media activity is a top priority for political organizations. Get a granular look at not just what opponents are saying but how the public and influencers respond so you can plan the right response and stay one step ahead.

🔥 **Crisis Management**

In the political world a crisis is inevitable. When crisis strikes, media intelligence helps you control the public message and protect reputation. Collect and analyze data in real-time to neutralize negative scenarios or crisis situations, craft a rapid and relevant response and be armed with the right data to put out fires before they spread.

💡 **Key Influencers**

Media influencers play an important role in defining how the public views your candidates, policy positions and key messages. Media intelligence helps you identify key political influencers (both advocates and detractors), understand how public sentiment drives them, build the right relationships and generate the media coverage that will help guide your campaign.

💡 **Message Development**

Cookie-cutter responses are all too common in the political world, and smart constituents prefer compelling messages that inspire. Dig deep into media data to discover what trends are driving voter interest and plan your messaging platforms and campaigns to maximize your reach.

Zignal Labs is the world’s leading media analytics company, helping companies build and protect their most valuable asset: their brand. With unparalleled data veracity, speed to surface insights and a holistic view of the traditional and new media landscape, Zignal empowers the most innovative communications and marketing teams across the Fortune 1000 to measure the conversation around their brands in real-time, rapidly identify and mitigate reputational risks and inform strategic decision-making to achieve mission-critical business outcomes. Zignal serves customers around the world including Under Armour, NVIDIA, DTE Energy, The Sacramento Kings, Uber and FleishmanHillard.

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