

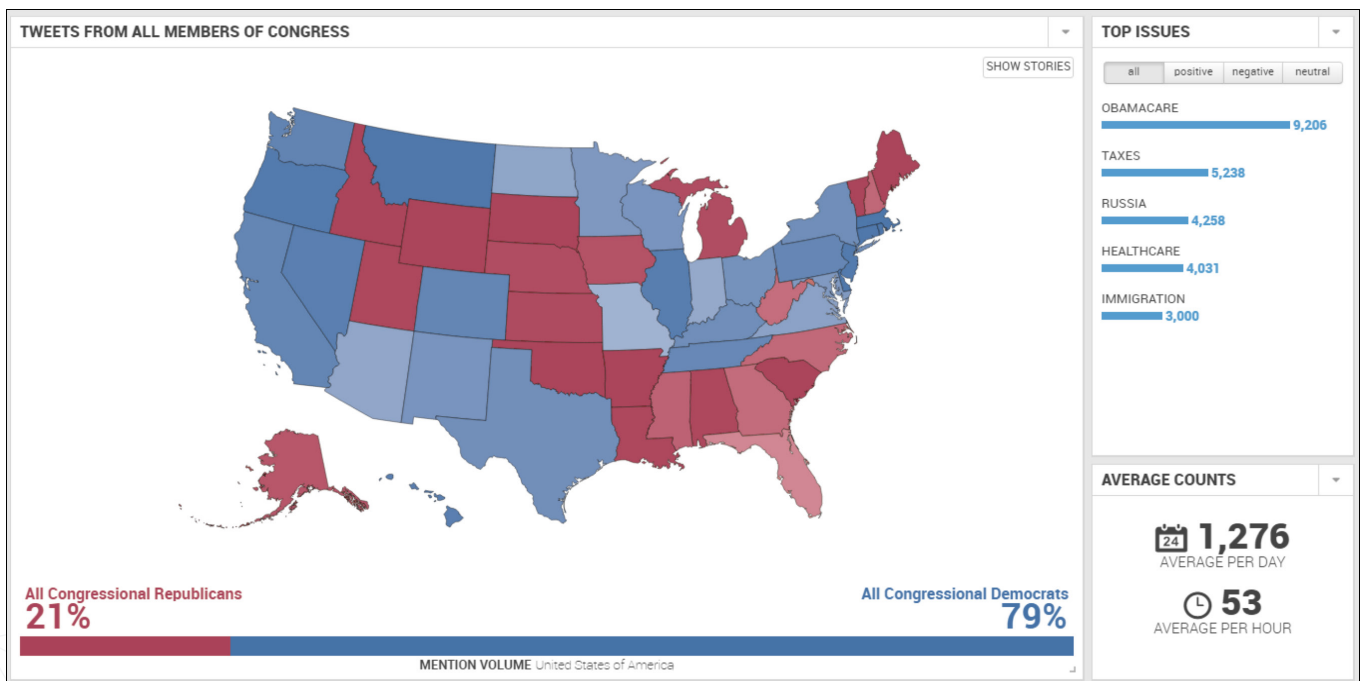
# Solution Sheet

## GovGraph™

### Empowering Strategic Government Relations

The public sector represents a complex and unpredictable ecosystem for every business – especially in today’s fast-moving and always-on news cycle. As such, when planning a policy initiative or calibrating the effects of new legislation, Government Relations teams must understand the current positions and alignment of state and federal legislators, political parties, policymakers and other government officials on relevant issues.

The Zignal GovGraph solution extends the real-time analytics capabilities of the Zignal Enterprise Platform. By analyzing hot-button issues from a wide spectrum of public social data, GovGraph maps attitudes across many political dimensions for Government Relations and executive teams.



Leverage social data to identify upcoming policy initiatives and news events.

# Key Benefits

## 01 | Inform Government Relations Activities

Zignal GovGraph incorporates a comprehensive, richly segmented dataset of social media conversations from federal and state government officials, enabling teams to identify lawmaker attitudes and coalitions around specific policy issues. Real-time alerts are generated whenever a topic or company is mentioned by a specific government official.

**For example:** Companies within regulated industries are concerned about the impact pending legislation or regulatory changes may have on revenue and stock price. Government Relations teams use GovGraph to monitor relevant topics at the state and federal levels and at specific agencies. Armed with advanced insights, the team can plan proactive strategies leveraging key influencers and allies to drive the desired outcome.

## 02 | Segment and Target the Right Policymakers

Through real-time insights, Government Relations teams will quickly understand the public discourse and trending topics among politicians. These teams can then identify and segment the right politicians who can help influence specific decisions or policies.

**For example:** For a complex tax reform bill, government relations teams may want to segment house and senate members by their public stance on specific topics such as earned income tax credit, estate tax, personal tax brackets and corporate tax rates.

## 03 | Quickly Research the Political Landscape

Armed with powerful insights, Government Relations teams can rapidly assess the political landscape before implementing an initiative or campaign.

**For example:** The President of the United States will often nominate members of Congress to high-ranking cabinet positions. During their tenure in Congress, these officials amass a plethora of votes and public statements. Based upon research from the media landscape, GovGraph can paint an accurate picture of this official. Government Relations teams can use these insights to plan strategy and outreach campaigns.

Zignal Labs is the world's leading media analytics company. With unparalleled expertise in big data, machine learning and media measurement, Zignal empowers communications and marketing teams to build trust and credibility in their brands. Headquartered in San Francisco with offices in New York City, and Washington DC, Zignal serves customers around the world including IBM, NVIDIA, Airbnb, Citrix, DTE Energy, The Sacramento Kings, Uber and FleishmanHillard.

