

Atlas for Public Affairs

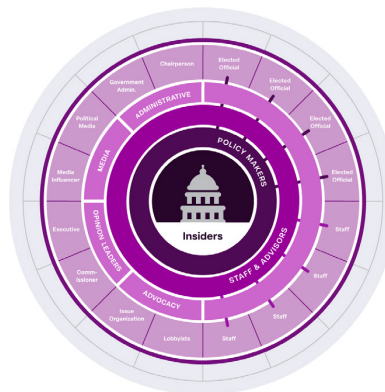
Precision targeting for public affairs campaigns

A handful of individuals decide public affairs campaigns. Voter targeting, third-party audiences and demographics cannot efficiently reach them. Atlas Influence Targeting turns verified first-party data into **four precise audience types** that reach policymakers, regulators and the people who influence them.



Atlas for Individuals

Surround a single decision maker, such as a policymaker, agency commissioner or committee chair, and their closest 2,000 connections.



Atlas for Insiders

Reach key decision makers in state or federal government and the 5,000–8,000 connections who influence them.

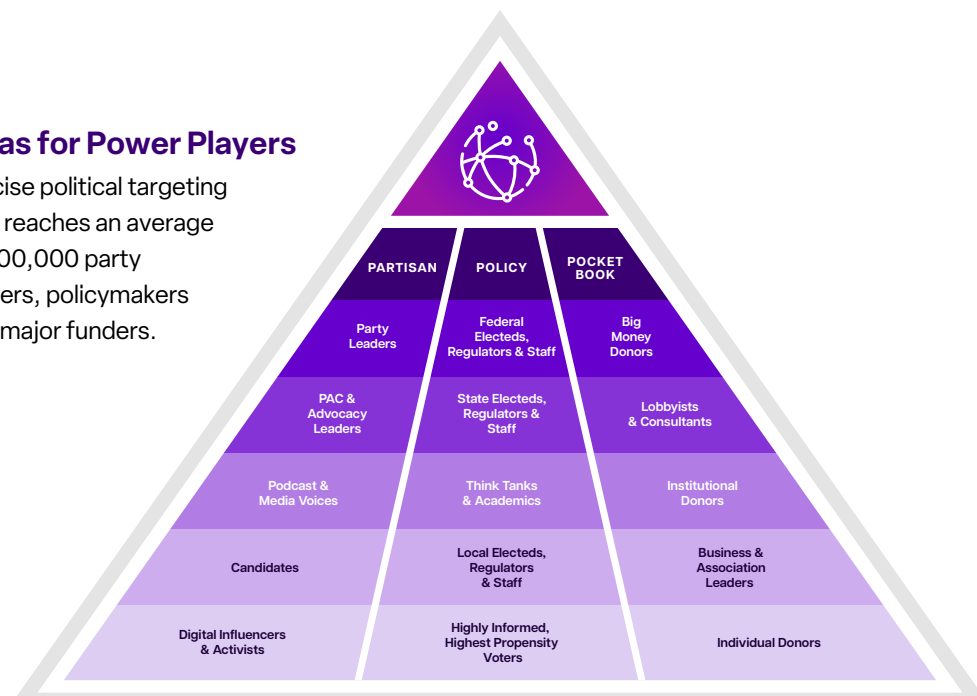


Atlas for Issues

Reach every opinion leader tied to a policy issue. Includes an average of 12,000 policymakers, advocates, regulators, academics and trade journalists.

Atlas for Power Players

Precise political targeting that reaches an average of 200,000 party leaders, policymakers and major funders.



No modeling. No wasted impressions.

Atlas uses verified first-party data to identify decision makers and their closest connections. That becomes a precise digital audience you activate across the ad platforms you already use.

USE CASE	ATLAS AUDIENCE	HOW ATLAS HELPS	THE OUTCOME
Legislative offense	Individuals, Insiders	Reaches persuadable federal, state or local policymakers ahead of key votes, plus the staff and connections they trust.	Recruits and maintains support among persuadable legislators.
Legislative defense	Individuals, Insiders	Keeps your opposition case in front of the legislators deciding whether a bill advances.	Erodes support before the bill is called for a vote.
Regulatory and agency decisions	Individuals, Insiders	Increases the pressure on agency chairs, commissioners and board members shaping the decision.	Opens conversations with regulators you cannot reach through other targeting methods.
Budget and appropriations	Individuals, Insiders	Delivers your case to appropriators, budget staff and advisors.	Ensures your priorities are protected in the budget.
Crisis and litigation	Individuals, Insiders	Gets your facts to policymakers and the press covering the event.	Breaks through when the stakes are highest.
Permitting, siting, and procurement	Insiders, Issues	Builds support among federal agency insiders to win your contract or get commissioner approvals.	Secures the approval or the contract.
Reputation and ground-softening	Insiders, Issues	Maintains visibility with officials and opinion leaders between active fights.	Makes your first impression before you enter the arena.
Ballot and candidate campaigns	Power Players	Reaches a large audience without wasted impressions.	Moves your position from debate to consensus among the people who define political culture.
Statewide campaigns	Power Players	Reaches every state lawmaker, party leader and funder.	Builds broad, unified support for your position.

