



CAUSEWAY SOLUTIONS

THE LEADER IN ACQUISITION ANALYTICS FOR POLITICAL CAMPAIGNS

A winning strategy needs to be built on a solid foundation of quality data. Causeway Solutions combines your proprietary and first-party data with our cutting-edge Acquisition Analytics to refine your target audience, save marketing dollars, and unlock opportunities.



REACH BEYOND THE CRM

Customer response management (CRM) systems provide information on past behavior. Our state-of-the-art Acquisition Analytics extend beyond look-alike voters. Causeway Solutions' proprietary algorithms plus predictive and prescriptive modelling find **new audiences** who are more likely to vote and support your cause.

Then, we conduct omni-channel voter contact programs reaching the right person one-to-one, using the right messages across every platform. Our rich resource of consumer files spark conversations that allow you to convert and drive turnout through direct marketing, email, broadcast and more.



KNOW YOUR ELECTORATE

Through our focus groups, quantitative data, surveys, and custom research, you can take the temperature of the electorate at any given point in time to see where things stand at that moment.

We help you answer questions to make data-driven decisions about:

- Which voters are persuadable?
- Where do voters stand on key issues?
- Who needs a turnout push?
- What is the pathway to victory for your race?



CAMPAIGN STRATEGY DEVELOPMENT AND EXECUTION

We work directly with you to create, monitor, and manage a plan, while evolving with the ever-changing political landscape. We help you define an optimal "Path to Victory" by:

- Measuring public sentiment
- Understanding voter behavior
- Tailoring your approach
- Executing the plan
- Monitoring your campaign
- Adjusting in real time

Discover more and get a complimentary consultation: Info@CausewaySolutions.com

Better Data. Clear Analysis. Confident Decisions.

 #DataDoneRight