



CAPABILITIES SHEET

PUBLIC AFFAIRS & POLITICAL ADVERTISING

PUBLIC AFFAIRS & POLITICAL ADVERTISING

SMARTER AUDIENCE SELECTION

The strongest political and public affairs audiences aren't built from broad demographics or party labels alone. Source Path Digital combines political context, issue affinity, behavioral signals, personas, and geography to identify the people most likely to align with your campaign, cause, or message.

Turn that intelligence into audiences more likely to:

- Engage with civic and policy messaging
- Respond to advocacy and issue education
- Show stronger donor potential
- Concentrate on markets with stronger campaign opportunity

Curate better media audiences: Build ideal audiences for persuasion, awareness, issue education, and civic engagement campaigns.

Improve donor prospecting: Break broad donor universes into more actionable groups using donor behavior, public affairs crossover, and household context.

Prioritize the right markets: Distinguish between markets that offer the most scale and markets that offer the strongest concentration of high value audiences.

Strengthen message planning: Use Persona and Trait patterns to shape message framing, creative direction, and channel decisions.

Support issue and advocacy campaigns: Find and rank audiences for outreach, education, petition, event, and stakeholder programs.

The result is a more human-focused and strategic approach to audience selection, planning, and activation.



AUDIENCE BUILDING FEATURES



POLITICAL AUDIENCE CONTEXT

Party tendency, ideological balance, political engagement, and persuadable audience composition.



ISSUE & CAUSE AFFINITY

Topics like cost of living, education, public safety, healthcare, veterans, infrastructure, privacy, energy, and small business.



DONOR & PUBLIC AFFAIRS MODELING

Political fundraising, cause-based giving, advocacy, stakeholder, and issue-education audiences.



SUPPORTER ACTIVATION POTENTIAL

Volunteer, petition, event, survey, and other participation-oriented programs.



PERSONA & TRAIT INTELLIGENCE

Lifestyle patterns, communication tendencies, household characteristics, interests, and audience composition.



GEOGRAPHIC INTELLIGENCE

Audience scale and concentration by ZIP code, district, county, DMA, or statewide market.

PUBLIC AFFAIRS & POLITICAL CAMPAIGN STRATEGIES

Different campaign objectives require different audiences, signals, and activation strategies. Source Path Digital helps political campaigns, advocacy organizations, associations, and public affairs teams apply the right combination of **audience intelligence, issue affinity, behavioral signals, supporter data, and media activation** throughout the engagement lifecycle.



AUDIENCE ACQUISITION

Reach new voters, supporters, donors, advocates, or stakeholders who demonstrate strong potential to engage with the campaign or cause.

Work with Source Path Digital to:

- Identify persuadable and politically engaged audiences beyond broad party or demographic definitions
- Build audiences around issue and cause affinity
- Identify consumers whose Personas and Traits align with proven supporters or priority audiences
- Develop donor and public affairs prospecting audiences
- Prioritize outreach by geography, audience concentration, and market opportunity
- Activate audiences across addressable digital, email, direct mail, streaming, social, and other channels

Turn high-potential prospects into new supporters, donors, advocates, and engaged audiences.



SUPPORTER RETENTION

Use first-party and audience intelligence to deepen relationships with people already engaged with the campaign, organization, or cause.

Work with Source Path Digital to:

- Enhance supporter and donor records with demographic, household, lifestyle, and behavioral intelligence
- Segment existing audiences by issue affinity, engagement, donor potential, and supporter characteristics
- Identify opportunities for continued advocacy, fundraising, volunteer, event, and petition participation
- Personalize messaging around the issues and motivations most relevant to each audience
- Prioritize high-value supporters for ongoing communication and activation

Keep existing supporters engaged, responsive, and active over time.



SUPPORTER REENGAGEMENT

Reconnect with former donors, volunteers, advocates, voters, or other audiences whose engagement has declined.

Work with Source Path Digital to:

- Identify inactive and lapsed supporter segments
- Refresh and enhance aging first-party audience data
- Analyze historical engagement, donation, event, petition, survey, and campaign-response patterns
- Identify new issue affinities, life-stage changes, or behavioral signals that may indicate renewed relevance
- Build win-back audiences around timely issues, campaigns, events, or fundraising initiatives
- Reintroduce audiences to relevant messaging across channels using refreshed audience intelligence

Turn dormant relationships into renewed opportunities for engagement, advocacy, and support.



ONE ENGAGEMENT LIFECYCLE. DIFFERENT DATA STRATEGIES.

ACQUIRE new audiences

→ Political Context • Issue Affinity • Persuadability • Personas • Donor Modeling

RETAIN existing supporters

→ First-Party Data • Engagement • Issue Affinity • Donor Potential • Supporter Activation

REENGAGE dormant supporters

→ Historical Data • Data Enhancement • New Behavioral Signals • Issue Relevance • Win-Back Audiences

Source Path Digital helps political and public affairs teams continually identify **who should be reached, why they are relevant now, and how they should be activated based on their relationship with the campaign, organization, or cause.**

WHAT MAKES SOURCE PATH DIGITAL DIFFERENT?

Source Path Digital brings audience intelligence together into a single strategic planning approach—combining persona context, individual traits, behavioral models, and geography rather than relying on any one signal alone.

That allows campaign and media teams to move from broad targeting criteria to audiences built around the people most relevant to their objective.

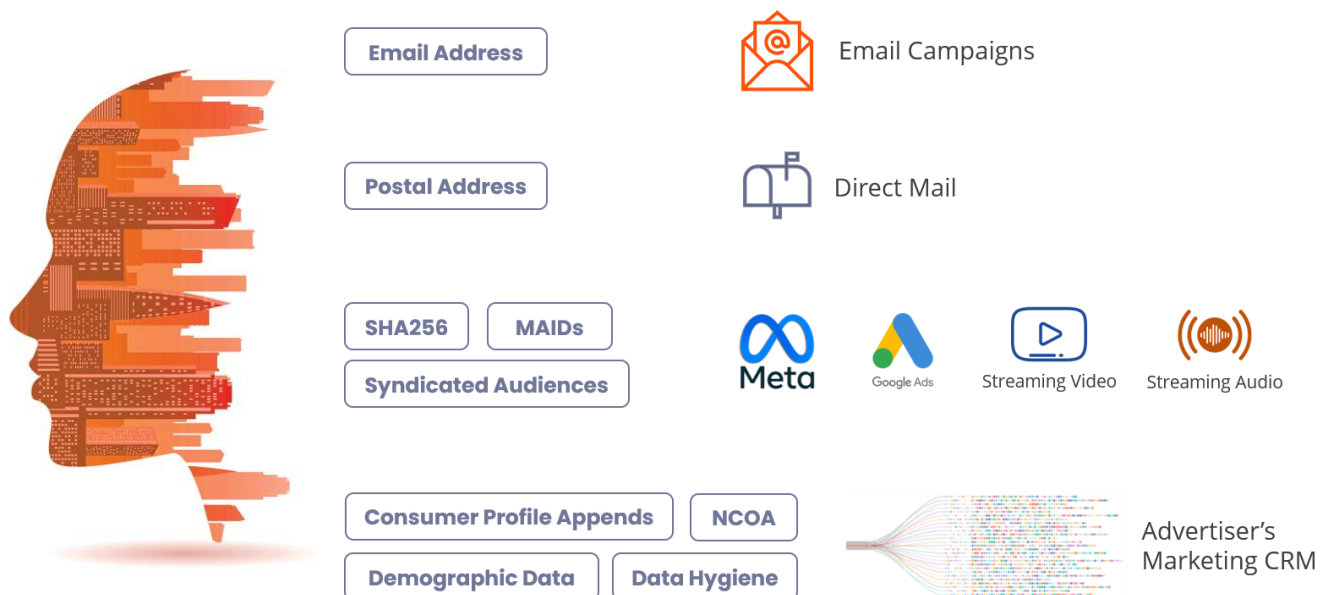
The result is better visibility into:

- **Who** represents the strongest audience opportunity
- **Why** those consumers may be relevant to the campaign
- **Where** those audiences are concentrated
- **How** audiences should be prioritized for media activation



CUSTOMER ACTIVATION

How Audience Data Powers Campaigns



LET'S EXPLORE WHAT'S POSSIBLE

Every organization has untapped opportunities hidden within its customers, its markets, and its data.

The organizations featured in our case studies achieved better results not because they spent more, but because they understood more.

Source Path Digital helps advertisers uncover those opportunities through audience intelligence, consumer insights, and data-driven marketing strategy.

Whether you're launching a new campaign, improving existing performance, or trying to understand why your marketing isn't delivering the results you expect, we're ready to help.

SCHEDULE A CONVERSATION

Agencies, advertisers, and channel partners value Source Path Digital's collaborative and consultative approach to helping them succeed.

Email: sales@sourcepathdigital.com

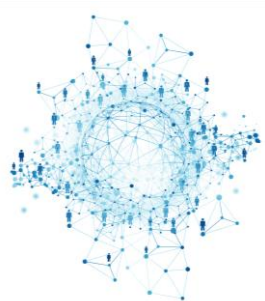
Phone: (866) 666-PATH (7284)

Web: SourcePathDigital.com

Where Detail Meets Dedication

At Source Path Digital, we believe **smarter media** starts with better **audience targeting**. That's why everything we do is built around real data, proven methods, and tailored strategies that help you **reach the right people**—without the guesswork.

SOLUTIONS



IDENTIFY

Select and curate high-potential audiences most likely to engage with your brand and offers.



ACTIVATE

Reach individuals within curated audiences one-to-one across devices and platforms with personalized experiences.



ILLUMINATE

Improve campaign performance, streamline process integration, and simplify media planning.