



# CONSTELLATION

Marketing, Analysis & Research  
Driven by **Data**



## PRODUCT OFFERINGS

**THE POWER TO KNOW**

PO Box 1163  
Arvada, CO 80001, USA  
[www.ConstellationPolitical.com](http://www.ConstellationPolitical.com)



# INSIGHT UNCOVERED DATA DESIGNED OBJECTIVE OBTAINED

Like every other sector of business, marketing is undergoing a technical revolution that can be impossible to keep up with. Data-driven marketing is our passion, we'll stay on top of these trends so you don't have to. Here you'll see what the latest in marketing technology can do for you.



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# CONSTELLATION

## MARKETING, ANALYSIS & RESEARCH

Routine is comfortable. Experience lies. But numbers always reveal the truth. In a landscape of commission-driven consultants and projects dominated by individuals managing according to "what-has-always-been-done," our dedication to provable methods backed by quantitative data sets us apart.

Constellation is about more than cranking out the same series of activities and advertisements over and over again, client after client. Our goal is to deliver tangible, quantifiable results. While we provide the full suite of services necessary to

target, persuade, and turn people out, our focus and our expertise all stem from our emphasis on data. We only recommend strategies that have been shown to succeed through careful, unbiased analysis.

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## THE POWER TO KNOW

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Data driven marketing allows you to uncover weaknesses you didn't even know you had.



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Experience in complex math & coding allows us to solve problems our competitors never could.

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Intuition can err and experience can lie, but data provides real answers.



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Our mission is to provide you with service that's dynamic, receptive, and smart.



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We provide more than campaign management, more than planning and design. Constellation provides the power to know.

# MARKET SEGMENTATION



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## THE RIGHT MESSAGE FOR THE RIGHT AUDIENCE.

People are different. Their desires, beliefs, and interests vary greatly. As such, their motivations do too. If you're using a single message for your whole audience, you're missing out.

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Big companies have been using advanced market segmentation for years. Airlines and hotels have become so good at this that they can predict exactly how much you're willing to pay for that flight or hotel.

As technology has advanced and become more accessible, now even small businesses can accomplish the same level of detail in their segmentation and targeting.

In most cases, segmentation down to the individual level is overkill, but without any segmentation ad dollars are wasted; even if your segmentation is as simple as men and women, or people over or under the age of 35, we can tell you what those groups should be and which messages will reach them.

Are your customers motivated by direct calls to action? Deals and offers? Aspirational lifestyle cues? Find out by using our rigorous market segmentation program.

# EVIDENCE OF THINGS NOT SEEN



## Machine Learning

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As the power of machine learning has grown by leaps and bounds, so too has our ability to segment markets and customers.

Our experience in machine learning affords us the ability to draw market segments as narrow as a single person. And we can do this more accurately and cheaper than ever before.



# POLLING

A series of prominent missed calls during the 2016 election increased the scrutiny on polls. However, the reality is polling is still a highly effective way of gathering feedback from your target audience, but only if your poll is designed and executed in the right way.



As people move away from landlines and answer their phones less, it's gotten more difficult to conduct polls. This means new mediums need to be used to solicit opinion. And we use all of them, from traditional dials, to email, to social.

Advances in technology have allowed us to move away from traditional option based polling. Now we can remove the inherent bias that comes from list-based poll responses. We are on the forefront of natural language response polling, allowing individuals to share their true feelings with qualitative feedback.



Solicit opinion to uncover viewpoints you'd never considered.



Understand the prevailing views of your entire target audience.



Learn the views of an individual to better target your ads to them.



Get open-ended feedback to improve service and perception.



Ensure your message resonates before you invest in deployment.

# FOR UNKNOWN UNKNOWNNS

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Take advantage of digital's reach to get more responses.

Reach your target audience at home and be confident in your demographics.

Discover what you don't know with in-depth interviews and feedback.



## ONLINE

High Response Volume



## TELEPHONE

Reach Precise Individuals



## IN PERSON

In-depth Responses

# MARKETING AUTOMATION

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A great deal of consumer marketing and sales nurturing boils down to repetitive tasks. Integrating our marketing automation platform across your digital properties can allow you to fully customize and automate the entire process from lead acquisition, to nurturing interest, to completing calls to action.



## DATA CAPTURE

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Leverage information about your initial contact with a prospect to gather further data about their interests.

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Prospects can be loaded from your existing database or generated upon interaction with your digital properties. Every unique user who visits your web page or clicks on one of your digital advertisements is captured in your database.

Once they're captured they can be retargeted with similar ads or, if you've captured their email, a message can automatically be sent to them soliciting further information about their interests.

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## TIMELY FOLLOW UP

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If a prospect is in your database and you've captured either their phone number or email address, you can customize automated follow ups based on future action.

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If you've successfully captured a prospect's phone number or email address, or matched them from another database you can configure custom follow ups to occur based upon their future actions.

If they click a link in an email, an advertisement, or visit a certain area of your web page you can automatically send a text message or email with further information about the topic they've just responded to.



## NURTURE CAMPAIGNS

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Follow up messages don't have to be one time occurrences. Configure a slow campaign of outreach to nurture interest in coming weeks.

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If a prospect isn't ready to act on an immediate follow up, you can move them into a predefined communications queue. They can receive a message relevant to their expressed interest on any schedule you specify: daily, weekly monthly -- you decide.



## DYNAMIC CONTENT

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Dynamically change approaches if your prospect expresses a new interest.

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If your prospect expresses an interest in different information in your emails or on your web page, you can automatically end their current communications program and move them into a new one.

This can also be done when current communications are exhausted. If you've sent all scheduled emails on one subject, easily add more.



## REAL TIME ALERTS

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Get alerted when your prospects are almost ready to act so you can close them with a personal follow-up.

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Define certain actions as hot leads.

If a prospect expresses interest in a call-to-action in an email or online but doesn't follow through, you can receive a notification to your email or cell phone that contains all the information you need to follow-up with them in real time.

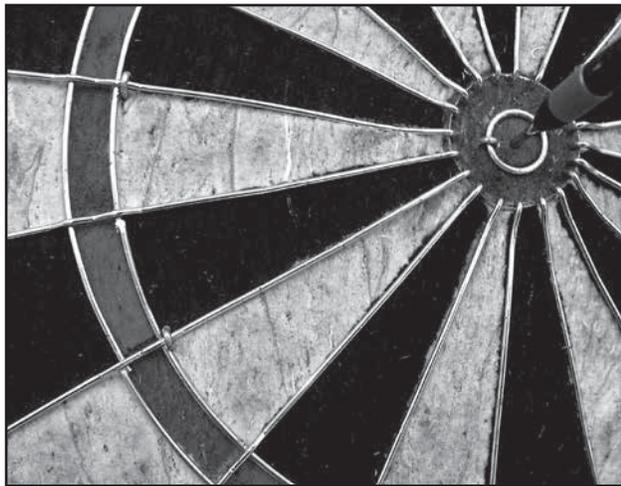
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Engage your audience with the right message, at the right time, on the right medium.

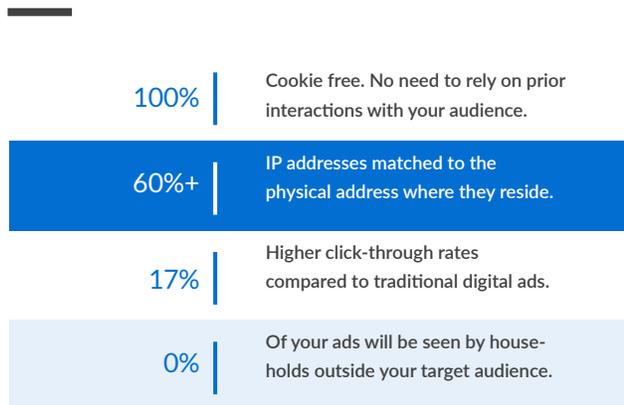
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# DIGITAL DIRECT MAIL: IP TARGETED DIGITAL ADVERTISING

No e-mail address? No Problem. Send your digital ads directly to your target audience with nothing more than a physical address.

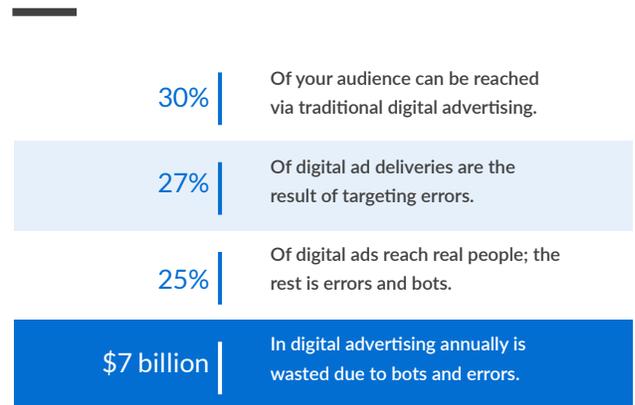


## PERFECTLY TARGETED TO YOUR AUDIENCE



IP targeted digital ads are only served to the households that you specify. And unlike traditional digital targeting, they don't rely on cookies to determine which users see the ad. Because IP targeted ads don't require cookies, you can reach brand new prospects with a precision that effectively eliminates any waste from your ad spend.

## ZERO WASTE FROM BLEED, BOTS, OR WEB CRAWLERS



Most web traffic is not humans but rather bots -- automated programs that crawl and archive the web. Traditional digital ads have no way of distinguishing between bots and real humans. As a result, advertisers waste billions of dollars each year paying for impressions that weren't delivered to their target customers, only to machines.

Targeted IP ads can be delivered to any person that you have a physical address for. While direct mail can cost up to a dollar for every person that sees your mailer, targeted IP advertising costs only two cents

for every ad sent to one of your targets. For the cost of a single direct mail piece, you could send the same person fifty digital advertisements.

The banner features six icons and text boxes arranged in two rows. The top row includes: 1. An icon of three people in a circle with the text 'HYPER-TARGETED'. 2. An icon of a computer monitor with a robot head and the text 'NEVER PAY FOR FAKE IMPRESSIONS'. 3. An icon of a line graph with an upward arrow and the text 'INCREASE YOUR CLICKS'. The bottom row includes: 4. An icon of a computer monitor with the text 'DISPLAY ON MILLIONS OF WEB PAGES'. 5. An icon of a smartphone with the text 'REACH USERS ON THEIR MOBILE'. 6. An icon of an envelope with the text 'TARGET VIA YOUR DIRECT MAIL LIST'.

Targeted IP advertising allows you to utilize your offline data to target your digital efforts. It can be based off of anything; customer databases, modeled data, direct mail returns, or registered voter lists. Any list that you can generate with a physical address can then be used to target your audience.

IP targeted digital ads are especially powerful when combined with other advertising mediums.

Consider how this strategy could work at maximum potential. A potential customer or cold prospect comes home and checks their mail. They receive a flyer with your advertisement. They go inside and check their voice mail to find

that they've also received a call with the same message. They get on their computer, check Facebook, and see a display ad with the same message. They click a link to an article and in the sidebar is another display ad with your message. They scroll down to a video recap of the story they're reading and the advertisement that leads into the video is your ad, once again conveying the same

message. A consistent message across multiple channels, in multiple formats, to the same person. All perfectly targeted with nothing more than an address.

This is just the beginning of what we can do. Combining this with our marketing automation solutions can truly take your engagement to the next level.

# DIGITAL ADVERTISING

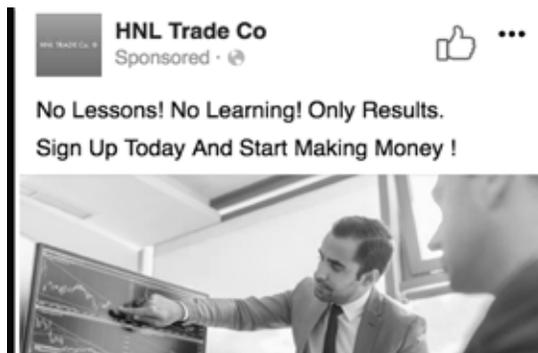
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## SOCIAL NETWORKS

People spend more time on social than any other type of webpage.

Reach them where they are.



## REAL ENGAGEMENT

Advertising on social allows for immediate interaction and sharing within your target's network.

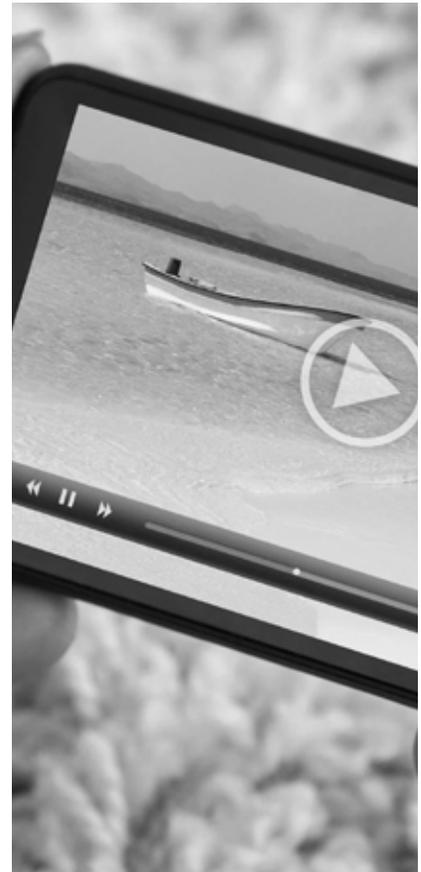


## DISPLAY

Showcase your brand on thousands of web pages.

## VIDEO

The best tool for maximum impact.



Digital advertising is the most inexpensive way to build awareness across a broad audience.

MARKETING STEP ONE:

# WEB DESIGN



Everyone understands how important a good webpage is these days. It's one of the first projects most new ventures undertake. But if it isn't done right the first time, the missed opportunities can be endless.



# YOUR DIGITAL STOREFRONT

- 
- HTML5**  
The latest technology

Webpages have come a long way since the days when animated gifs represented the flashiest elements. Now you can embed video, deliver content dynamically, or re-scale your page on the fly for the best experience on desktop or mobile. Don't get left behind.
  - REMARKETING**  
Don't lose track of your audience

From the moment you go live, your page should be configured to track which users are visiting so you can follow up with them via future advertising. Every person who visits your page before this is in place is a lost opportunity.
  - MARKETING AUTOMATION**  
The next level in follow-up

Take your page to the next level with marketing automation. When configured properly, our tech can learn the offline identity of the people visiting your web page and alert you when they need a follow up via a phone call or email.
- 

When it comes to your web page, clean content and eye-catching design is just the beginning.

# MEDIA BUYING

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Purchasing mass media can quickly turn into a daunting task. Without access to Nielsen demographic data or strong relationships with media reps, it's almost impossible to avoid waste or errors in the most visible part of your brand.



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## BROADCAST TELEVISION

Despite the rise in on-demand services and cable, broadcast television still has the greatest ability to raise awareness. If you're in a position to afford it, the returns to broadcast advertising are palpable.

- **MASSIVE REACH**  
The broadest reach -- for now.
  - **HIGH IMPACT**  
Video captures attention
- 



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## BROADCAST RADIO

Most radio providers have done a good job of embracing the digital revolution. Now you can reach your audience both via broadcast and more finely through the stations' digital offerings.

- **BREADTH & DEPTH**  
Mass media & digital targeting
  - **TARGET BY INTEREST**  
Radio targets niche interests
-



Much of the messy advertising you see on television today is the product of committees. Committees can criticize advertisements, but they should never be allowed to create them.

David Ogilvy



## CABLE TELEVISION

Cable has the impact of broadcast television at a greatly reduced cost. While cable's reach is smaller than broadcast television, it can be broadly targeted to town-sized areas. This can help you customize and increase the relevance of your television advertising.

- **WEAKLY TARGETED**  
Targetable to town-sized areas
- **HIGH IMPACT**  
Similar impact to broadcast



## PRINT MEDIA

The impact of print media is waning, but when you need to reach rural audiences, it remains effective. Small papers are often the only source small town residents have for truly local news.

- **COMMUNITY REACH**  
Target the right audience
- **HIGHLY RELEVANT**  
Trusted source of small towns

# DIRECT MAIL

With all of the technological advances that marketing has seen, it's easy to overlook direct mail. While the effectiveness of direct mail has declined, it can still be a powerful medium for the correct audience.

If your target audience has already shown high engagement with your brand or has a high average age, direct mail is a great, personalized advertising medium.



**TARGETED**



Direct mail is the original form of target marketing. Mailers go directly to your intended recipients.



**PERSONALIZED**



Since every member of your audience receives a unique mailer, they can easily be customized.



**ACCESSIBLE**



Because it has been around forever, direct mail is affordable and easy to quickly deploy.

Even in a marketing landscape dominated by technology, direct mail still has a place.

## MAKE GREAT MAIL



### GORGEOUS GRAPHICS

Successful mail pieces should be built around images, not text. If you don't have an engaging picture to hook the recipient, they'll ignore your piece.



### STRONG BRANDING

You'll only get a few seconds of your recipients attention. Make sure your brand is prominent so they can immediately identify it.



### CONCISION IS KEY

When your recipients do give your piece more than a passing glance, your message should be obvious. Keep it short, direct, and paired to your brand.



### CALL TO ACTION

Give your audience a clear call to action or next step. Whether it be to visit your page, take advantage of an offer, or cast their vote.



Phones

# LIVE & AUTO DIALS



No one likes receiving marketing phone calls, but that doesn't mean they don't work. Even with the decline in the use of landlines, phone calls remain a targeted, cheap, and effective means of reaching your target audience.



**They may be hated,  
but like anything  
else, phone calls  
still have their place  
in the marketing  
landscape**





**Telephone; (n.) An invention of the devil which abrogates some of the advantages of making a disagreeable person keep his distance.**



Ambrose Bierce



The key to achieving success with dials is to use them appropriately. Marketing phone calls are most effective when targeting an audience that is already interested in your brand, when your message is short and direct, or when used to draw attention to other mediums.

Live dials are much more effective and allow for reaching your audience on their cell phones. However, autodials are the cheapest method of mass communication currently on the market. When you're on a tight budget, nothing compares.



Applying real world structure to your data through mapping adds a layer of intuitive insight that can take patterns from opaque to obvious.

# MAPS & VISUALIZATION



## CLASSIC TOOLS, MODERN TECH

'You don't know what you don't know.' Our inherent understanding of the world around us makes maps one of the best data tools to solve this riddle and ensure that your marketing plan matches reality, not your assumptions.

In an age dominated by digital, when customers can be reached anywhere at any time, maps have fallen by the wayside. Don't get

lost in the hype. The people you need to reach still live in the real world. Intelligent mapping can show you who they are, what they want, and where to reach them.

The digital age has made maps more powerful than ever.

Advances in modeling mean that maps are no longer restricted to what was or what is. Maps can be tools for forecasting the future.



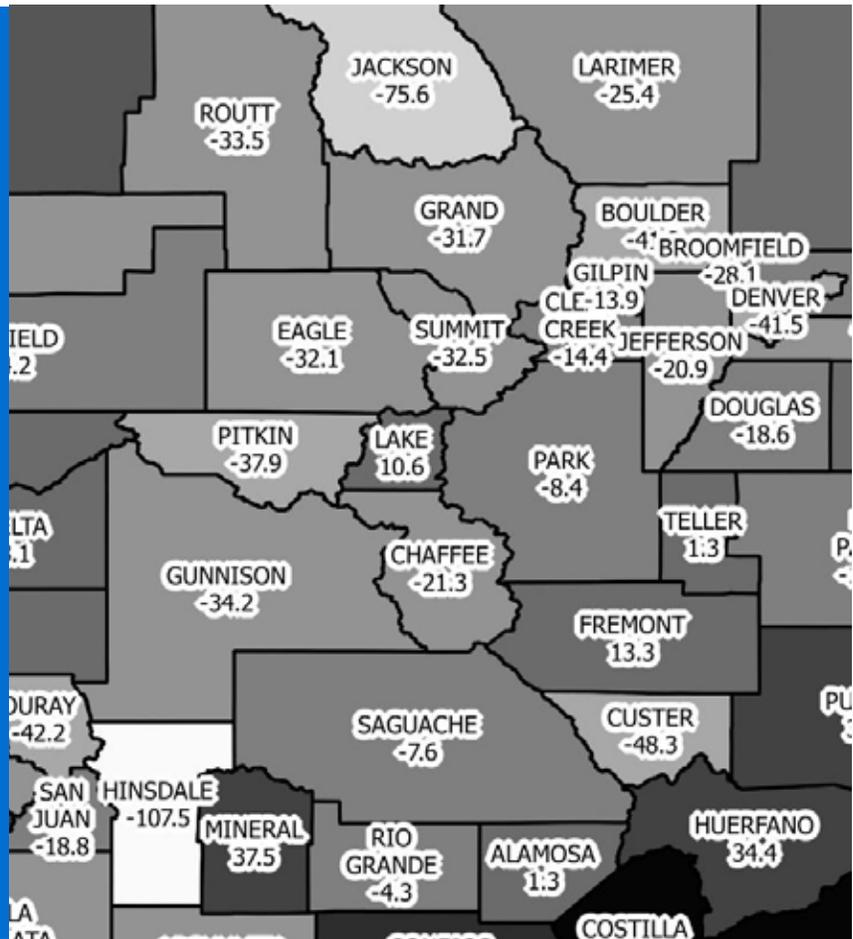
We're all pilgrims on the same journey - but some pilgrims have better maps.

Nelson DeMille



## FULLY CUSTOM

Whether they be current, past, or potential, customers or voters, see where the people you're trying to reach are. We can easily segment any group into any geography. We can show you everything from a partisan breakdown of a precinct to the addresses of everyone driving a Ford Explorer in your county.



### PRECINCT MAPS

Easily visualize political results. Past performance, future potential, and target areas.

### DEMOGRAPHIC MAPS

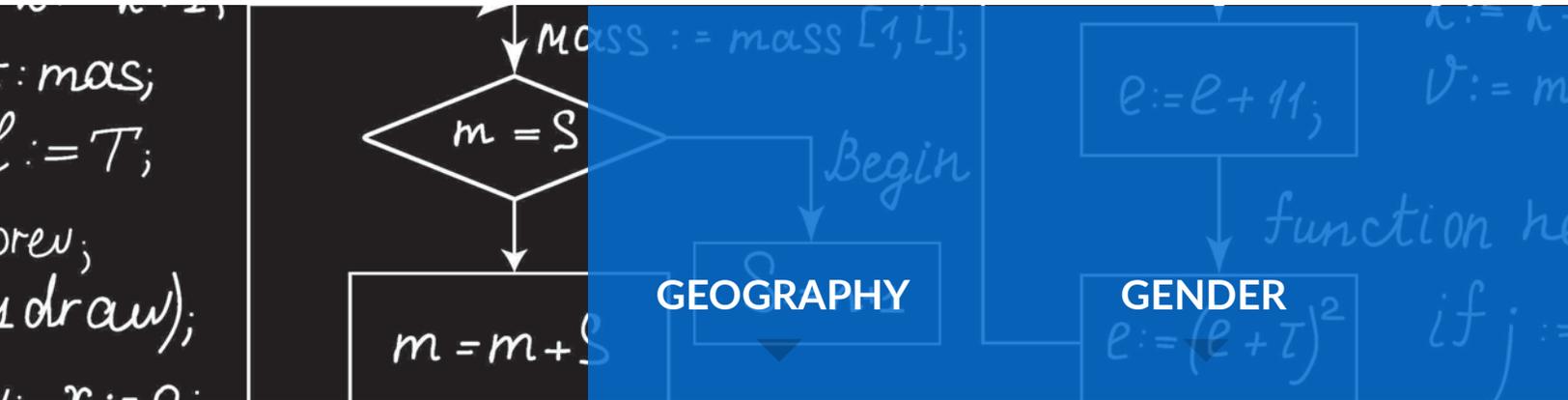
Identify the places your customers, current or potential are most concentrated.

### SOCIAL NETWORKS

Social network maps illuminate the key influencers among a group or in a region.

# OUTLOOK & CROSSTABS

Running for office is a big commitment. Before committing you need to know what the path to success looks like and how to follow it.

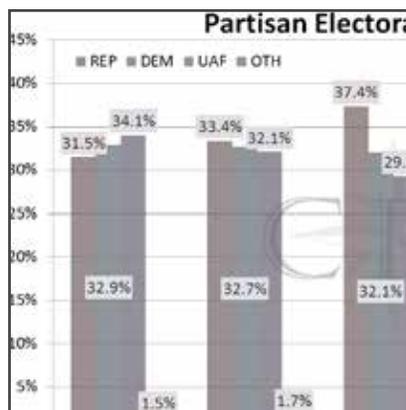
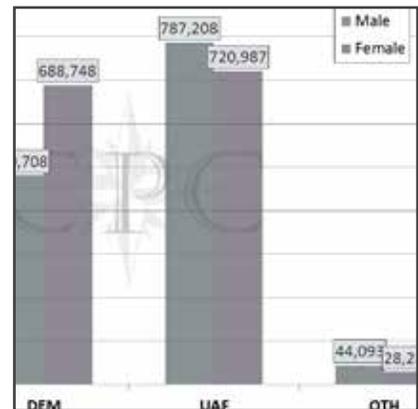


Look before you leap with one of our detailed election outlook packages.

From simple crosstabs on current registration, partisan mix, gender, race, age or propensity to vote, all the way up to complex models that simulate the behaviour of individual voters to predict the probability of an outcome.

You name it and we can tell you how it applies to your district.

COUNTY	REP	R-D	D
Lincoln	75.3%	16.7%	58
Morgan	77.2%	14.6%	62
Phillips	71.7%	13.8%	57
Bent	75.6%	13.5%	62
Crowley	76.8%	12.8%	64
Moffat	64.8%	12.0%	52
Yuma	78.4%	11.8%	66
Washington	78.6%	11.6%	67



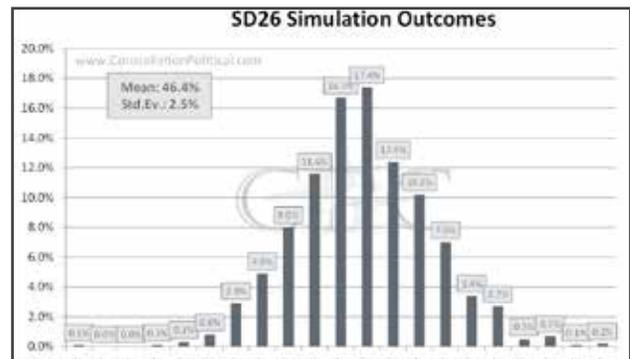
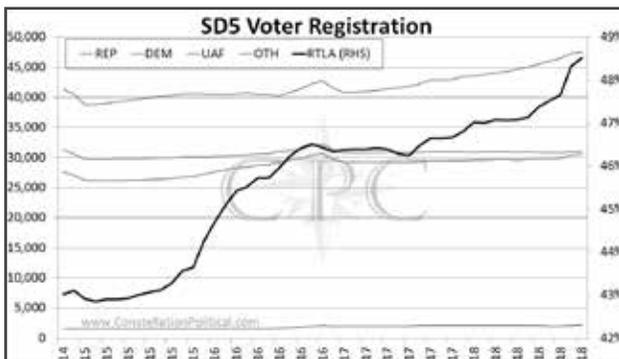
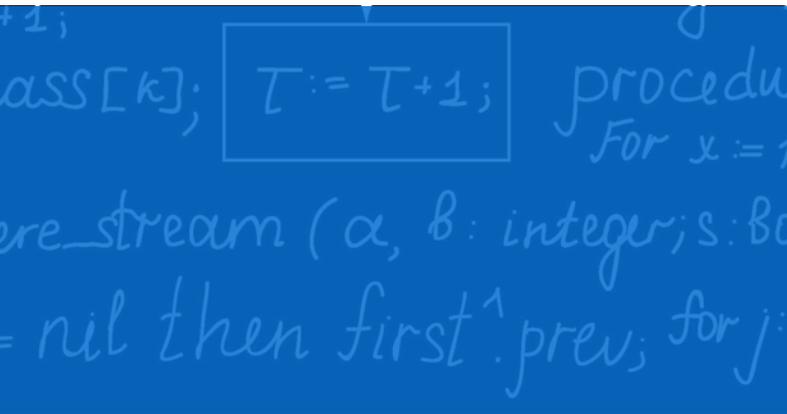
		2018 Reg		
		18-25	26-35	36-45
R		92,228	161,387	163,653
D		126,336	236,892	193,419
U		227,280	382,903	283,389
O		13,962	24,522	14,630
M		216,423	395,131	322,778
F		220,720	394,919	324,849
Total		459,806	805,704	655,091
Net	antage	-34,108	-75,505	-29,766

PARTY

AGE

## BASE YOUR DECISIONS ON FACT, NOT BELIEF

The makeup of a district isn't static. So why treat it that way? People are constantly moving in and out and the two major sides are constantly competing to pull races in their direction. If you base your decisions on the way your district looked in the past you're bound to meet with failure. You need someone who can tell you what it will actually look like at the time of your election, when the votes are counted.



## PERFORMANCE TREND

What was, isn't necessarily what is

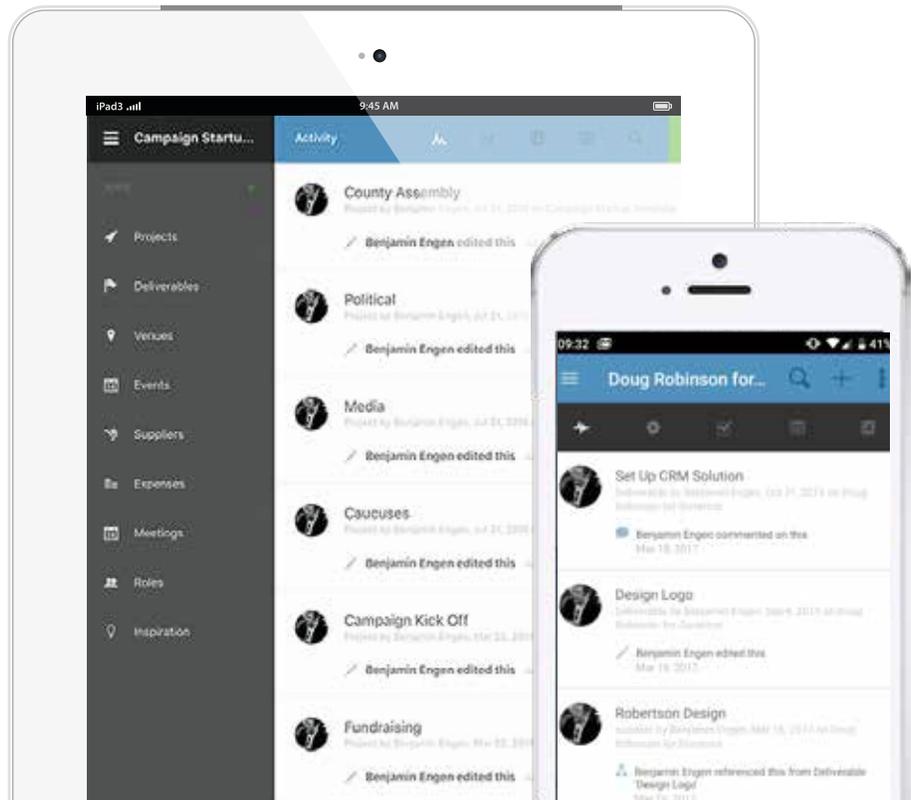
Most assessments of competitive races are based on past performance. But a district can change a lot in a cycle. You need to know where it's going.

## OUTCOME ANALYSIS

Just how competitive is 'competitive'?

What is the precise likelihood that you can achieve the results you need? By conducting thousands of simulated elections, we can tell you.

No one ever achieved their goals by faking their reality



# CAMPAIGN MANAGEMENT APP

## YOUR WHOLE CAMPAIGN AT YOUR FINGERTIPS

In the chaos of a campaign, even experienced candidates can be blind-sided by deadlines. Our campaign management app puts everything you need at your fingertips.

Campaigns are messy. No one can predict everything that will happen in the course of your race. When the unexpected happens you'll have seamless access to quick, experienced advice on how to tackle the all too real challenges of campaigning.

## A DEFINED PATH TO VICTORY

Unfortunately, those candidates most in need of professional advice are usually those least able to afford it. Running for office, especially for the first time, can be a confusing and daunting task. There is paperwork to file, meetings to attend and essentials to purchase. Missing a step can seriously set back your campaign and, in some cases, result in legal penalties.

Our campaign plan and management app is ideal for new candidates. We provide an inexpensive, yet detailed plan for your race. We eliminate the guesswork with advice on precisely what you should be doing day by day. Our campaign plans provide a flexible and easy to follow checklist to ensure that nothing gets missed.



Typical plans suffer from three universal shortcomings: they're static, vague, and inaccessible.

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Our plans are built into interactive apps that are usable on the web, iOS and Android. Your Constellation campaign plan will be accessible to you wherever you are. Because our campaign management environment will be your one stop shop for everything happening in your race, it will never be lost or forgotten. As you reach milestones or circumstances change, our team will revise and update your tasks and goals accordingly.

- ⊕ Professionalize Your Local Election
- ⊕ Add Clarity to Your Race
- ⊕ Stay Engaged With Your Strategy
- ⊕ Be Confident in Your Decisions
- ⊕ Get Backup When You Need It

# RATES & PRICING

CONSTELLATION  
PO Box 1163  
Arvada, CO 80001

## PRODUCT

## RATE

<b>MARKET SEGMENTATION</b> Billed hourly for model design, training and execution. Uses your existing customers and data. Delivery in any format you specify.	\$225.00/hr
<b>POLLING</b> Price varies according to method and confidence. A simple autodial poll starts at...	\$3,000.00
<b>MARKETING AUTOMATION</b> Training, set up and platform to self-manage: Constellation managed:	\$300.00/month \$225.00/hr
<b>IP TARGETED ADVERTISING</b> Budget \$20.00 for every thousand impressions. Constellation fee is the lesser of:	15% of ad buy or \$225.00/hr
<b>DIGITAL ADVERTISING</b> Budget \$10.00 for every thousand display impressions. Budget \$25.00 for every thousand video impressions. Constellation fee is the lesser of:	15% of ad buy or \$225.00/hr
<b>WEB DESIGN</b> Full design of a web page comparable to our own which is then turned over to the client to manage.	\$1,500.00

PRODUCT

RATE

<b>MEDIA BUYING</b> Constellation fee is the lesser of:	15% of ad buy or \$225.00/hr
<b>DIRECT MAIL</b> Varies according to size and scope of the mailer. On average:	\$0.80/piece
<b>LIVE &amp; AUTODIALS</b> Live dials - two attempts, one voice mail: Autodials - each attempt:	\$0.45/per \$0.03/per
<b>MAPS &amp; VISUALIZATION</b> Billed hourly for data analysis and design: Typically 2-3 hours to complete.	\$225.00/hr
<b>OUTLOOK &amp; CROSSTABS</b> Billed hourly for data analysis and design: Typically 2-3 hours to complete.	\$225.00/hr
<b>CAMPAIGN MANAGEMENT APP</b> One time set up fee of: Phone consultation for:	\$2,000.00 \$225.00/hr



PAYMENT  
AND OPTIONS

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Checks should be mailed to our PO Box.

Constellation fees are due within 30 days.

Political clients must pay advertising fees up-front.

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# OUR CLIENTS

Our past and current clients run the gamut from small to large companies, trade associations, and political campaigns and parties.



The projects that we have completed for our clients are as diverse as they are. When you know it's time to start taking advantage of the data revolution but you don't know how, we can help.

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## THE POWER TO KNOW

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Don't get caught wasting your advertising budget on a strategy built on anecdote and speculation. Marketing consultants are eager to take your money to create advertising, but do they have the quantitative wherewithal to know if their recommendations will really work? Are they taking a holistic view of your entire marketing strategy or are they just eager to get their piece of the pie?

The depth of our talent for quantitatively measuring success and the breadth of our offerings means that we are always committed to finding and executing the right solution for you. And we can back up our recommendations with real word examples, analysis, and results.

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## CONSTELLATION



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