

POLITICO PRO

PRO ANALYSIS FEATURE: STAKEHOLDER ANALYSIS

Map Your Champions

Given key legislative activities involve numerous congressional members, it is pivotal to analyze their policy stance. Stakeholder Analysis is the newest policy tool for Pro Analysis users to identify and map the network of influencers in Congress who are actively engaging in key policy issues. Fully integrated with the existing Stakeholder Management solution, Stakeholder Analysis allows users to uncover, track, and engage with the key policymakers in Congress.

TAKE YOUR POLICY ADVOCACY TO THE NEXT LEVEL



IDENTIFY THE MOST ENGAGED MEMBERS

Pinpoint the members' engagement level with topics of interest based on their activity scores. Monitor members' score and legislative actions over time for specific policy topics.



COLLABORATE ACROSS TEAMS

Stay coordinated by grouping champions, sharing notes, assigning applicable statuses, and monitoring existing staff contact points.



SAVE TIME AND RESOURCES

Consolidate your champions with a plan to interact in one place to optimize your policy strategy.

With POLITICO Pro's Stakeholder Analysis, evaluate and organize each champion's influence on key topics so you can advance your policy goals.

BUILD A NETWORK USING DATA

POLITICO Pro's proprietary data sheds light onto how active members of Congress are with key policy issues. The score is determined by three components:

01

EFFECTIVENESS

The progress and passage of the member sponsored or co-sponsored bills for a policy area.

02

VOLUME

Quality of participated bills for a specific topic.

03

ATTENTION

The amount of time a member is engaged with the issue.