POLITICO PRO

FEATURE: STAKEHOLDER MANAGEMENT

Build Relationships and Align Your Team.

The process of identifying, tracking, and engaging with people who have the most impact on policy outcomes is critical for advancing your policy agenda. POLITICO Pro's Stakeholder Management is a suite of features that can help you build relationships and follow conversations with key contacts on essential issues, amplify your message, and unite your team to make the most of legislative opportunities.

EXECUTE YOUR STAKEHOLDER STRATEGY SEAMLESSLY

ONE PLATFORM TO REACH THE RIGHT PEOPLE AT THE RIGHT TIME

AN INTEGRATED SOLUTION
Amplify your policy influence with an unified platform that delivers comprehensive news, analysis, policy tracking, government directories, and issue management tools all in one place.

RELATIONSHIP BUILDING
Reach the right audience at the right time with relevant message to build rapport and strengthen support.

TEAM ALIGNMENT
Save time and stay coordinated by recording interactions, sharing notes, setting priorities, and assigning follow ups in one dashboard for the entire team.

STAKEHOLDER IDENTIFICATION

Create custom email lists by searching for recipients in Pro Directories, importing contact lists from existing Project folder(s), or uploading external contacts lists to Pro.

ON-PLATFORM EMAILING

Create and schedule emails quickly with an easy-to-use email builder. See email delivery, bounce, open, and click through rates in real time.

ENGAGEMENT TRACKING

Record interactions, share meeting notes with team members, set up follow-up tasks, and rate meetings. Use tags to filter and categorize records or resurface interactions by office. Easily toggle between personal and team data views.

REPORTING & ANALYTICS

Measure team efficiency and improve communication outcomes with data visualizations that show activities across Stakeholder Management including top-performing emails, email and meeting activity charts, top attendees, and more.

DIALOGUE TRACKING

Get ahead of policy movements by monitoring lawmakers' positions on key issues through their press releases and statements during committee hearings. Conveniently receive email notifications on mentions of keyword terms in spoken content.

STAKEHOLDER ANALYSIS

Pro Analysis users can identify and map policy champions based on Congress members' attention, involvement, and progress on key policy topics. Easily pivot into email and meeting tools found in Stakeholder Management to execute outreach initiatives.