

LIGHTNING TALKS #4

Alex Kouts, CEO,
IndigovDecoding, civic engagement



I'VE ANALYZED

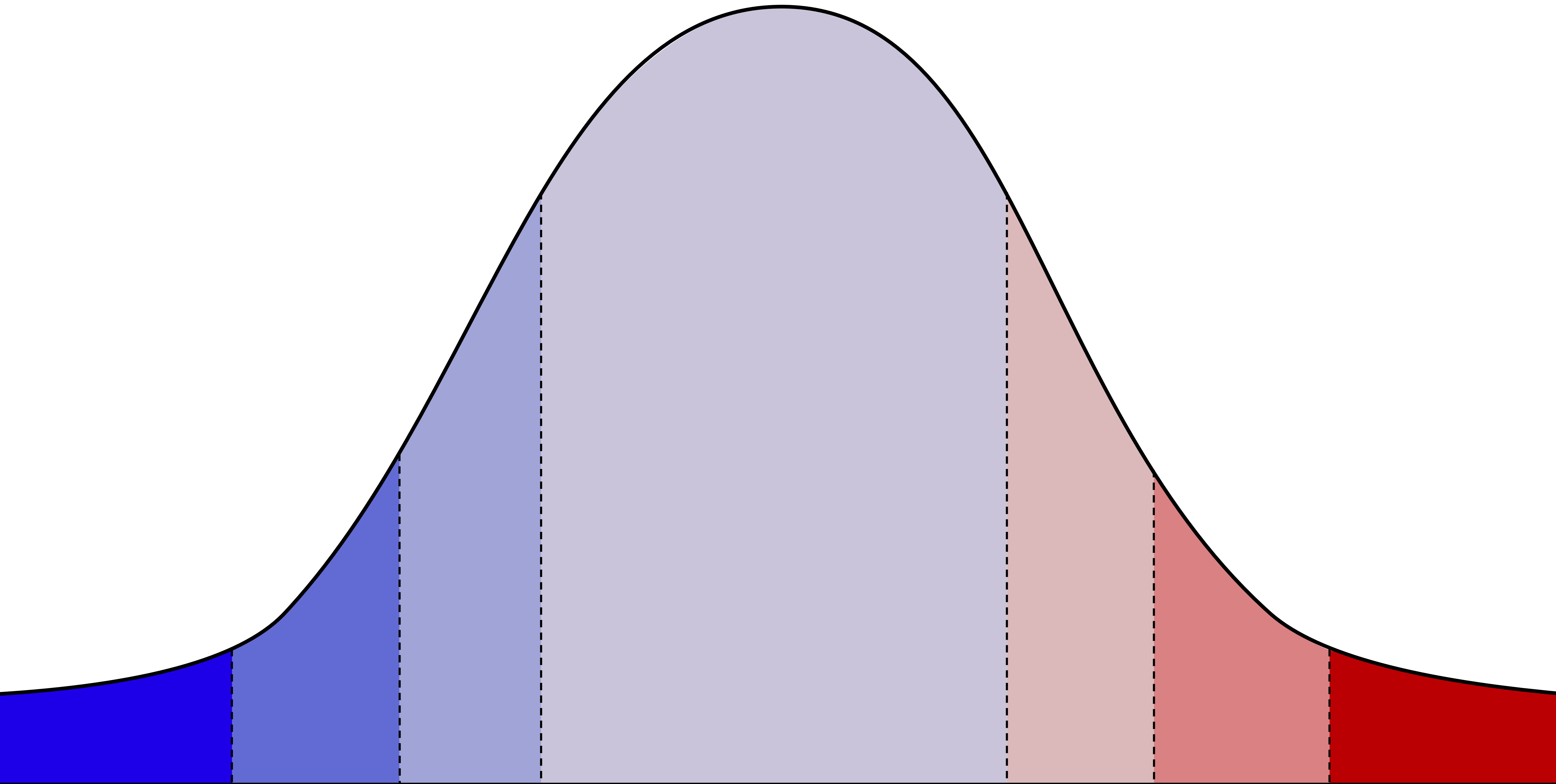
2000m people

TAKING

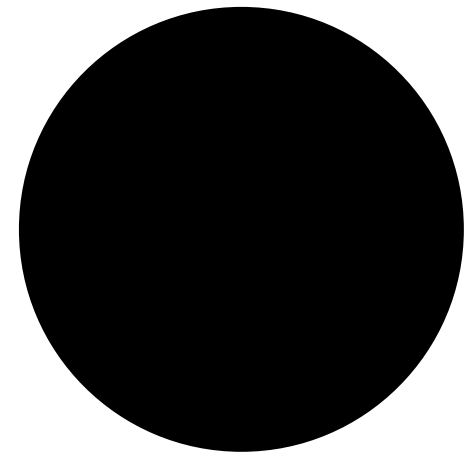
1b actions

& CONDUCTED OVER

1500 1:1 interviews

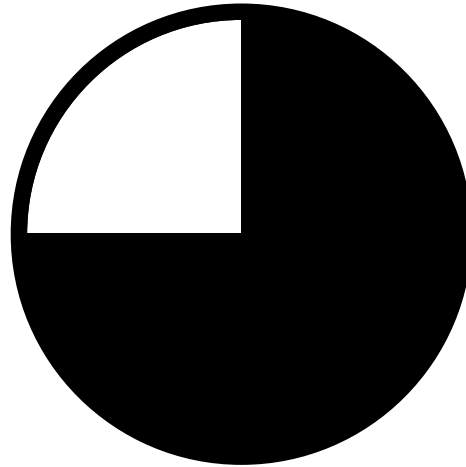


A basic lattice work for custom segmentation



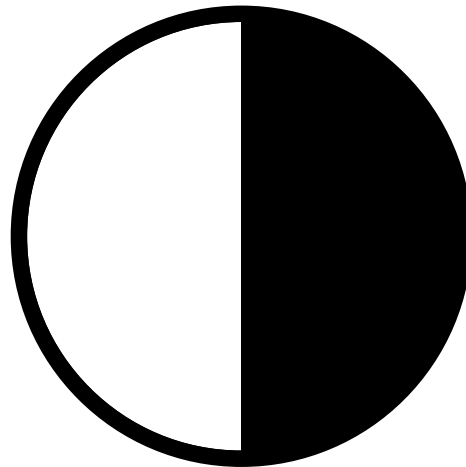
I am a professional

Access to paid tools and industry knowledge
ex. CWC Vendor - 70-80% of incoming mail volume



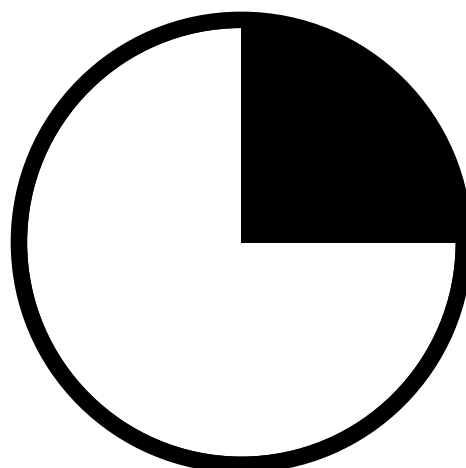
I'm a political junkie

Self definition - I am politically active
ex. Your office frequent flyer



It's my issue

One issue for an extended period to time
Ex. Marijuana legalization, pro-life/choice



This angers me

One issue for a defined period of time
Ex. Speed bump on my street



Custom segmentation is democratic apogee.

Increase OR and CTR on communications +20%
Increased content and comms relevance
Increased empathetic connection
Materially improve the UX of democracy

a vote is won or lost in every constituent interaction...