



## Today's Political Landscape Has Changed

**Bull'sEye** by Victory now provides its secure web-based technology solutions to help public affairs and government professionals rapidly reach any target audience through automated and live messaging.

**Bull'sEye** is proprietary software that allows our clients to efficiently manage their campaigns, with the added advantage of real-time reporting. From fundraising and event planning, to grassroots mobilization and crisis management, Bull'sEye is a powerful, user-friendly tool that has unlimited potential in today's fast-paced political arena.

Here are just a few of Bull'sEye's smart campaign solutions:

- **Candidate Exposure:** Instantly reach voters/constituents to provide important or changing information about town hall meetings, campaign stops, speeches, events, policy changes, hot-button issues, and more.
- **Fundraising:** Send fundraiser event reminders and updates, or use in conjunction with direct mail solicitations.
- **Grassroots:** Our interactive messaging directly connects you with your target audience. If the people you target would like to donate, volunteer, or request a yard-sign, our technology enables you to instantly interact with those who wish to help your campaign.
- **Message Awareness & Testing:** Bull'sEye offers real-time statistics that tell you how long someone listened to your message: A useful tool in testing scripts or recordings to get the most effective message to the right audience.
- **Polling/Surveys:** A complete suite of cost-effective polling options allows our clients to better understand their audience, with results provided in real-time.
- **Voter Identification (ID):** Understanding which voters are on your side is critical. Our services help identify those voters in order to maximize voter outreach.
- **Get-Out-The-Vote:** Send information on absentee ballots, early voting, or poll locations, to your supporters. Bull'sEye can help your campaign send messages to every constituent to maximize voter turnout.

*In the political arena, time is of essence.*

*Imagine being able to instantly create and broadcast your message from any computer in the world, and then watching as the real-time results roll in—that's the difference with Bull'sEye.*

*Our advanced service not only lets you connect with your constituents; it gives you the advantage of immediate feedback.*

**Bull'sEye** is flexible: Rely on our professionals to manage all aspects of your communication, or keep control of the project in-house. We're equipped to take on as much—or as little—as your project requires.

**Welcome to a whole new realm of campaign connectivity.**

Contact us today to learn how **Bull'sEye** is changing the future of political communications.

**Victory Communications**

2011 E. Lamar Blvd #100, Arlington, TX 76006

Phone: **866-443-7788** \* E-Mail: **info@VictoryC.com**



*Victory* | Communications

**www.VictoryC.com**

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