Memorandum

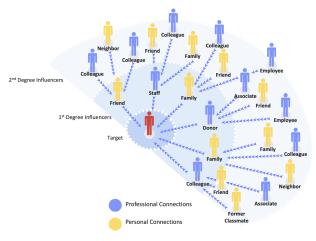From: Applecart   2022

To: PR Council Members

Re: Applecart Decision Maker Marketing

Overview

Applecart is a leading data science company that uses publicly available data to map tens of billions of real world relationships between over 250 million Americans. Applecart's proprietary Social Graph helps companies and organizations identify and advertise to business-critical decision makers and the trusted network of colleagues, former colleagues, friends, family members, classmates, and neighbors who surround them. Fortune 500 corporations and leading trade associations use our technology to impact the opinions of high-value customers, corporate executives, major shareholders, employees, federal and state regulators, and members of the media. We specialize in shifting the informational environment around decision makers, giving your message an outsized voice with those who matter most.

Use Cases

Applecart provides a high-impact and low-cost approach to surround key decision makers with your message. Targeted decision makers can be just about anyone, spanning a wide array of industries and roles. Using our proprietary Social Graph we are able to identify a decision maker and their closest professional and personal connections — his or her employees, colleagues, family, friends, and other associates. Once we've constructed a decision maker's network, we can enable you to advertise 1-to-1 to that high-value audience via social media advertising, programmatic display and video advertising, OTT advertising, text messages, phone calls, direct mail and/or any other targetable advertising channel at the minimal cost of only advertising to the couple of hundred or thousand people that make up the networks of those closest to each decision maker.

The Applecart Social Graph

Applecart assists companies, trade associations, and issue advocacy organizations in a wide-range of challenges where the outcomes are impacted by a limited number of key decision makers, including:

- *Influencing Legislation and Regulation* — Where companies or organizations have the potential to be heavily impacted by legislation or regulation, Applecart can help advertise persuasive information about the client's position to the trusted networks surrounding elected officials, key government bureaucrats, and regulators.

- *Corporate Reputation and Investor Relations* — Applecart can help promote positive news articles, case-studies, and white papers to the networks surrounding key journalists, shareholders, customers, corporate executives, and equity researchers both to fortify the company's reputation and to navigate governance matters, like activist situations.

- *Marketing to High Value Customers* — Whether looking to market a luxury good to a hard-to-reach customer or develop a partnership with a major corporation, Applecart helps companies promote their custom content to the purchase decision maker and their networks to help educate them about the merits of a purchase, partnership, or membership.

- *Employee Engagement* — In order to assist with employee recruitment and retention, Applecart can identify and advertise positive content to company employees (or recruitment targets) and their closest family members and friends.

About Applecart

Applecart is a leading NYC-based data science company that uses publicly available data to map more than 25 billion social relationships between over 250M Americans. Applecart has powered the marketing of some of the country's leading corporations, industry trade associations, and nonprofit organizations, including Boeing, Blackstone, KKR, Business Roundtable, and the Environmental Defense Fund. Applecart's work has been featured by MSNBC's Morning Joe, Bloomberg BusinessWeek, The Washington Post, The Associated Press, USA Today, Politico, and The Colbert Report.