

THE COMPANY

An independent political campaign group focused on getting individuals elected and initiatives voted into law. Their goal is to execute direct marketing strategies to reach their voters through personalized, one-to-one campaigns.

THE CHALLENGE

This campaign manager came to us with a list of only names and addresses for constituents they were trying to reach for their campaign. With a new initiative to improve response rates, this client knew they **needed additional channels of communication** to reach these individuals. Past campaigns using name and addresses alone only yielded an average response rate of 27%.

WHAT THEY DID

01

Uploaded a list of names and addresses for their target constituents to Datafinder.

02

Datafinder **added email addresses and phone numbers** for 85% of their list.

03

The client ran a drip email campaign and directly called constituents, reinforcing their candidate's platform.

04

With a **99.8% contact rate**, the client was able to effectively add two additional communication channels to their campaign.



THE IMPACT

Because they were able to extend their reach with email and phone, they were able to significantly increase awareness of their campaign. As a result, they quickly drove up their response rates for the campaign to 73%.

RESPONSE
RATE BEFORE



27%

RESPONSE
RATE AFTER



73%

