

POLITICAL CASE STUDY

THE COMPANY

A political campaign committee supporting a candidate for a local election.

THE CHALLENGE

Groups of campaign advocates went door-to-door seeking more supporters to volunteer for their candidate's campaign. Through their efforts, they acquired names, addresses, and email addresses of over 10,000 local constituents. However, the local campaign marketing manager who executed email campaigns was not successful in response rates with email alone. Realizing that text messages yield a much higher response rate than any other form of communication, **they needed a way to initiate a text message campaign.** For this, they would need to append phone numbers to their list.

WHAT THEY DID

01

Uploaded their list of names, addresses, and email addresses into Datafinder's Phone Append service.

02

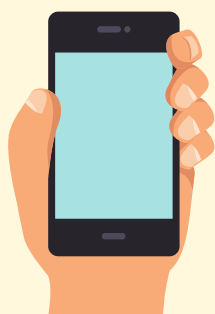
Datafinder **added mobile phone numbers** for 41% of their list.

03

The client ran their text message campaign using the new mobile phone numbers.

04

The client was able to effectively reach nearly half of the constituents with personalized text messages, which yielded a **22% response rate.**



THE IMPACT

Because they were able to extend their reach with a personalized text message campaign, they were able to significantly increase awareness of their candidate's campaign. As a result, they increased the number of volunteers working on the campaign by 4x.

RESPONSE
RATE BEFORE



4%

RESPONSE
RATE AFTER



18%

