

Case Study | Political Candidate

Client Background:

Republican candidate for city Mayor seeks re-election in Pinedale, Texas.

Candidates goals include:

- Raise campaign awareness among constituents
- Reach financial donors to fund the campaign

Solution:

Datazapp provided Candidate with a comprehensive list of registered Republicans in Pinedale with available Emails and phone numbers along with a comprehensive list of financial donors living in Pinedale who have contributed to Republican campaigns.

Candidate's campaign team used the list of Republican voters to canvas door-to-door, make phone calls to Pinedale residents, and create targeted social media audiences to raise awareness of Candidate's campaign and platform.

The campaign team used the list of Republican campaign donors to canvas, call, text, and target Facebook users to seek donations to Candidate's campaign fund.

Results & Metrics:

- Candidate's campaign team raised over \$12,000 from 250 past Republican campaign donors who each gave an average of \$48.
- Candidate reached 15 thousand of her Republican constituents, secured 5 thousand verbal commitments, and received 7 thousand votes in the mayoral election, securing her campaign victory!



\$12,000
IN DONATIONS



7,000
VOTES



1
VICTORY!