



Case Study

Client

Political Candidate

Quantity Mailed

94,531

Target

Absentee Ballot Voters

Campaign Details

This campaign had an overall impression count of 634,581 (views by potential voters). That is a 6.72x increase in impressions over a traditional direct mail campaign not using integrated digital technologies. Candidate won election with 58.5% of the votes, attributes the victory to this program and will be pushing this solution to the state and national levels going forward.

Quote from client:

“Thank you and your team. Your help was instrumental in this victory.”



SocialMatch

16,580

Matches

21,073

Views



Mail Tracking

94,531

Mailed

96.75%

Delivered



Online Follow-Up

509,356

Ad Displays

1,655

Clicks



Informed Delivery®

2,287

Sent Email

1,502

OpenedEmail



Social Media Follow-Up

8,119

Ad Displays

225

Clicks