

Political Campaign Claims Victory with Depth Testing Breakthrough

Strategic depth testing approach reveals large additional audience scale, enabling rapid rollout to mobilize voters and fund critical midterm election races.



Challenge

Our client, a political committee on a mission to expand the number of party-aligned representatives, provides election support through direct financial contributions to candidates' election funds, turnout efforts, and voter education.

With midterms quickly approaching, they came to Path2Response looking for a way to efficiently reach target voters at substantial scale – fast.

Given our team's track record of success in the political space, we confidently got to work. We knew that a strategy incorporating depth testing would support the client's aggressive goals.

“Our mailer’s test results came back strong! Working on my plan recommendations now!”

– Political Mailer List Broker



Solution

Before crafting a recommendation, our team strategized with the client in order to understand their timeline and objectives for the looming mid-term election cycle. Given the client's urgency to quickly tap into large, response-ready voter audiences, we created a **strategic depth test** proposal which included:

1. A **baseline** test panel to prove solid performance for the client's core audience as identified by their custom-built Path2Acquisition model
2. A **depth** test panel to determine the client's potential to immediately tap into substantial extra audience scale with acceptable performance

Our team dialed in on the maximum acceptable rollout scale for the depth test panel so the client would get a fast, decisive read on results in time to impact the midterms.

Results



164

Income per Piece
Mailed Index **Baseline**
Test Panel



132

Income per Piece
Mailed Index **Depth**
Test Panel



Audience Expansion
Due to Solid Depth
Test Results

Strategic depth testing unlocked a landslide victory!

- ✓ Both the baseline test panel and the depth test panel outperformed other audience sources and delivered solid ROI results above the client's targets
- ✓ Given the strength of the depth test and the way our team configured that panel's scoring universe, the client was able to validate a **6x expansion** of their viable audience for immediate rollout!

The client is excited to partner with our team to aggressively scale up their voter outreach in time for the midterm elections.

