

# Political Campaign Claims Victory with Audience Expansion Breakthrough

Strategic audience expansion approach reveals large additional universe 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 an audience expansion strategy 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 **audience expansion** 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. An *audience expansion* 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 audience expansion 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  
Audience Expansion  
Test Panel



**Audience Expansion**  
Due to Solid  
Expansion Test  
Results

The strategic audience expansion test led to a landslide victory!

- ✓ Both the baseline test panel and the audience expansion test panel outperformed other audience sources and delivered solid ROI results above the client's targets
- ✓ Given the strength of the audience expansion 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.

