

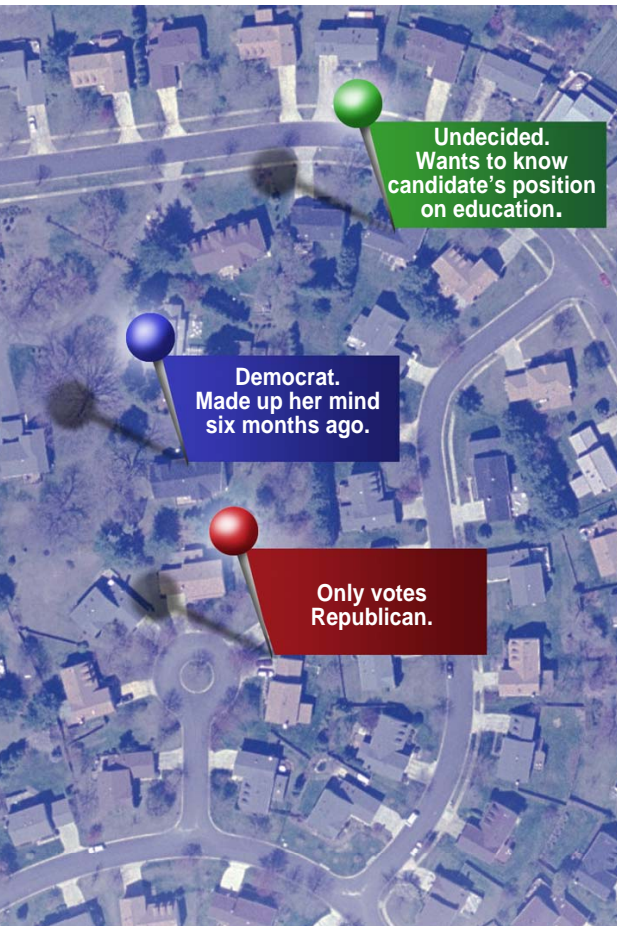
It is said that half of all advertising is wasted – the problem is that you don't know which half.

The same is true in campaigns.

A huge amount of time and money are spent trying to persuade people who have already made up their minds, to turn out voters who don't support our candidates, and to solicit contributions from people who will never donate.

Microtargeting from Strategic Telemetry can help you focus scarce campaign resources where they will make the biggest difference.

- **KNOW HOW LIKELY IT IS THAT A VOTER IS UNDECIDED.**
Focus dollars and time spent on persuasion phones, mail, door-knocking, radio and television on the voters most likely to be undecided.
- **KNOW WHAT ISSUES UNDECIDED VOTERS CARE ABOUT.**
Target the most powerful message to each undecided voter.
- **KNOW HOW LIKELY IT IS THAT A VOTER SUPPORTS YOUR CANDIDATE.**
Focus GOTV (Get Out The Vote) efforts on the voters most likely to actually support your candidate.
- **KNOW HOW LIKELY IT IS THAT AN INDIVIDUAL WILL CONTRIBUTE IF ASKED.**
Boost the returns from fundraising prospecting by mailing or calling those most likely to contribute if asked. At the same time, expand your contributor list by finding brand-new donors, rather than just resoliciting the same pool of known political donors.



How it works

Strategic Telemetry combines voter ID information from phone or door-to-door canvasses with detailed demographic and marketing information in order to build statistical models that give likelihoods that any individual voter is undecided or supporting your candidate. The same techniques can be applied to predict support for specific issues, likelihood of voting, and to find likely contributors. Strategic Telemetry uses a variety of statistical techniques to build the best possible model for each project. Strategic Telemetry has worked on races as small as city council and as large as the 2008 Obama for America Presidential campaign.

Other Services From STRATEGIC TELEMETRY

Campaign plans
Mapping
Redistricting support
Media buy analysis
Donor profiles
Census demographics
Population projections
Presentation graphics
Identifying new growth areas
Recount support
Candidate scheduling tools
Election Day turnout tracking
Data integration
Training



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