Delivering the Right Message to the Right Voters
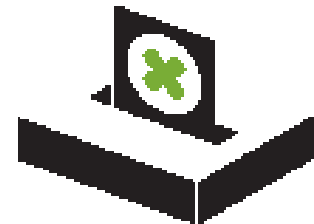
elovon**VOTE**

elovon VOTE

This quantum-leap technology allows you to spend your precious campaign resources with the voters who actually care and who vote. We explain how it was used in the 2014 Republican Gubernatorial Primary. Our proprietary methodology increased targeting efficiency by as much as 32% and decreased costs by 61%.

Obviously, being able to predict people's stances on a given issue would be hugely advantageous, but most campaigns do not know how to make such predictions.

Instead, traditional political campaigns purchase lists built by static predictive models that use statistical regularities or are run by the "gut feel" of the consultant.

We Are Different

Our proprietary approach to data modeling works by first analyzing the world of voter behavior, then extracting the most pertinent information to determine a voter's most likely position on any given issue, and lastly uploading the data into our most current predictive data model, which is then enhanced with this new data. We know that voter behavior is too complex and nuanced to be fed into a traditional model.

For instance, just because someone is pro-Second Amendment does not mean that he or she finds this issue to be important or compelling enough to drive to the polls come Election Day. And even if the issue does influence voting behavior, he or she might be even more passionate about another issue, which causes the voter to focus support elsewhere.

In other words, our Issue Propensity Model predicts results on three distinct and important dimensions: 1) a voter's stance on issues; 2) the relative importance of one issue versus another; and 3) the newest raw data that was just gathered on our voter.

Our 2014 data models were able to predict not only those voters who were on one side of an issue versus another, but also how highly that issue ranked with respect to their voting behavior.

Issue Propensity Model
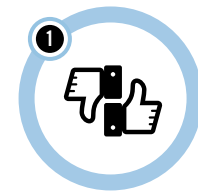
1. A voter's stance on issues
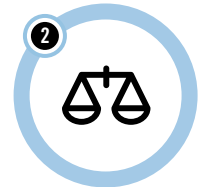
2. The relative importance of one issue versus another

3. The newest raw data gathered on our voter

Arizona 2014 Primary Issues

In the 2014 Arizona primary election, we provided models for many issues relevant to Republican and Independent voters, ranging from economic and financial issues to healthcare, education, and social/moral issues.

The following table shows exactly how effective these models were in their predictive abilities. This second column is called the "Random Sample" because it reflects the ability of any campaign to find supporters of any given issue when they are pulled at random from the Republican/Independent pool of voters. For instance, if we were to reach out to 100 random conservative/independent voters, 64 of them

would agree with a traditionally-conservative message about less gun control. In other words, the second column represents the percentage of people who would agree with a traditionally conservative message when they are contacted randomly, without predictive modeling.

Once our model was built, we tested it to determine how much better we can do. We were able to increased the effectiveness of pinpointing voters that agree with candidates' message by 8 to 16 people per 100. For instance, when voters are reached using our data modeling, 80 per 100 (instead of 64 per hundred) will agree with a traditionally conservative message about less gun control.

With respect to the issue of "Less Gun Control," we were able to increase our reach to people who want to hear a message by an average of 16%. At the same time, we were able to decrease our contact with the people who did not want to hear our message by 16%. This gave us a 32% overall advantage.

This means that on average, out of every 100 people you contact, you will contact 16 more people who will support your message, and you will avoid contacting 16 people who will not be receptive to your message. This amounts to a 32-person swing for every 100 voters.

NumberofPeopleReachedOutof100 Republican&IndependentRegisteredVoters	Random Sample (Without Using Modeling)	Using Elovon's Propensity Model	Increase in People ReachedWhoAgreeWith Candidate's Message	Decrease in People ReachedWhoDisagreeWith Candidate's Message	ModelingAdvantagePer 100 People
Less Gun Control	64%	80%	16%	16%	32%
Stricter Immigration	60%	73.5%	13.5%	13.5%	27%
Less Government Spending	74%	82%	8%	8%	16%
Pro Life	52%	64%	12%	12%	24%
Less Government Intervention with Job Creation	65%	75.5%	10.5%	10.5%	21%
Pro Charter Schooling	70%	75%	5%	5%	10%
Supports Privacy of Information	68%	78.5%	10.5%	10.5%	21%
Against Medicaid Expansion	56%	70%	14%	14%	28%

elovon VOTE

Number of People Reached Out of 100
Republican and Independent Registered Voters

■ Random Sample Without Using Modelling

■ Modelling Advantage Using ElovonVote's Propensity Model
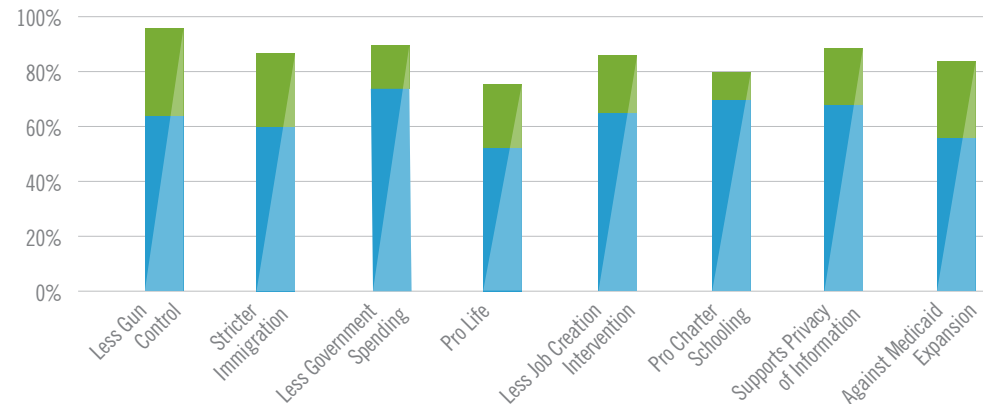
But Will They Vote?

Just because a voter takes a position on an issue does not mean that he or she thinks the issue is an important one. Therefore, we added a query to determine whether the issue is so important as to drive the voter to the ballot box on this one issue. Basically, we wanted to know if this issue itself was enough to drive a vote.

Using the example of less gun control, you will see that 64 out of 100 random voters support less gun control, and that by using our Propensity Model to pinpoint voters, 80 out of 100 people contacted will support less gun control. However, only 41 out of 100 people find this issue so compelling to drive them to the polls come Election Day. ElovonVote's modeling allows us to find those 41 voters for you."

So instead of spending your campaign dollars blasting messaging to everyone, including those people who are offended, do not care, or will not be driven to the polls by your message, spend less money (in this case 61% less) and contact only the people who will be driven to the ballot box on that specific issue.

By combining data modeling with targeted messaging, ElovonVote helps you:
- Communicate only with people on their issue.
- Dedicate money so that it is spent exclusively on voters who support your issues and will vote on that issue.

Less Gun Control
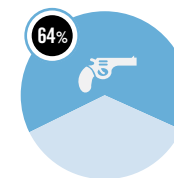
In a random sample **64%** of voters supported less gun control

When our model was applied it was clear that only **41%** thought that this issue was important enough to vote on