

Microtargeting



Yuhas Consulting Group, LLC

ROBIN A. PRESSMAN CONSULTING
ANALYSIS ADVOCACY ACTION

Microtargeting helps you communicate more effectively. Born from the convergence of data, analytics and strategy, microtargeting has long been used by credit card issuers and cataloguers to direct their marketing activities. Only recently, has this same level of sophistication become available to target political communications.

New large-scale voter databases have made the collection and analysis of individual response data possible and are changing the way campaigns communicate. Yuhas and Pressman have been at the forefront of this revolution. In the last four election cycles, they have shown how statistical analysis can be used to identify and deliver measurable improvements.

How can it help my group?

Traditional polling often aims to find messages that have wide appeal among a broad class of voters. In contrast, microtargeting aims to align specific messages to specific individuals who care passionately about a particular issue. These targeted communications often prove to be more efficient and more effective.

Microtargeting is enabled by the creation of models that predict an individual voter's behavior. These models can identify an individual's likelihood to take a specific action, such as vote, donate or volunteer; or predict their level of support for a specific candidate or ballot initiative. The behavior you choose to model is dependent upon your objectives.

Is it complicated?

Yuhas and Pressman have extensive experience working with organizations that are new to microtargeting. They are able to focus on the essentials, simplify the process and minimize your cost. Their goal is to ensure you are getting the best return from your investment. Their depth of experience allows them to walk you through every step of the model building process or provide in-depth training on how best to use these models.

Our Team.

Ben Yuhas has a PhD in Engineering from Johns Hopkins University and over 20 years of experience using statistical models to solve complex business problems. Fifteen of those years were spent in the telecommunications and credit card industries, including positions at IBM, AT&T, and Barclaycard. Since 2004, Ben has used his commercial experience to apply advanced targeting techniques to improve the effectiveness of communications in politics.

Robin Pressman's background in political campaigns and issue advocacy connects the science of microtargeting with real world campaign strategies. Previously Robin served as Senior Associate at the polling firm Greenberg Quinlan Rosner Research. Prior to joining GQR, Pressman had wide ranging experiences managing both political and issue advocacy campaigns, where she designed, managed, and conducted grassroots and political independent expenditure campaigns.

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Who have you done work for?

Case Study:

Center for Civic Policy of New Mexico

"We were intrigued about modeling but had never done it before and frankly, were a little terrified about the process. We also wanted to create a model that hadn't been done before – a model for socially responsible voters, not a model for just one issue or characteristic. Ben and Robin were exceptional. They put real thought into how to go about developing a socially responsible model and walked us through the process with great patience and clarity. The results speak for themselves – our targeting was precise and effective. We saved tens of thousands of dollars because our phoners and doorknockers got **yes's** at a rate three or four times greater than with previous targeting methods. Similarly, our radio and direct mail instantly became more cost-effective – for the same amount of money, we could now target many more people because we knew from first-hand experience that almost everyone we were reaching was in our target audience. The modeling not only paid for itself within two months, but it is now saving us money each month in voter contact." Eli IlYong Lee, Executive Director of Center for Civic Policy, New Mexico

Case Study:

Planned Parenthood of Greater Iowa

Yuhas and Pressman worked with Planned Parenthood of Greater Iowa (PPGI) to make their outreach programs more effective. By leveraging existing polling data they were able to develop models in a cost effective means. PPGI used these models to target their canvass operation, phone banking, and house parties.

Chief Public Affairs Officer Julie Stauch reports, "We created a screening system where we would target a geographic area, then we would further target by calling people with high modeling scores. Volunteers reported that they had significantly fewer negative calls and in many instances, people were very friendly and receptive to our message. We also had significantly stronger supportive responses. As a result, we were able to add over 500 people to our contact list, in addition to identifying over 1,300 voters for our candidates."

Case Study:

Conservation Minnesota

During the economic crisis, MN Voters overwhelming voted for a Constitutional Amendment to increase their taxes to invest in clean water, habitat conservation, parks, trails, and the arts. It was the largest state level conservation initiative in US history and will increase investment in clean water, natural areas, cultural legacy, and parks and trails by about \$290 million a year for 25 years.

Yuhas and Pressman developed models to identify Amendment supporters as well as likely activists and donors for Conservation Minnesota. Conservation Minnesota used these models to target key swing audiences with direct communication. The campaign also used the models to identify supporters who were more likely to skip the ballot question. Other models predicted which constituents will open email communications, allowing Conservation Minnesota to expand its email at less than half the previous costs

According to Paul Austin Director of Conservation Minnesota, "key targeting of voters and message development was critical to the success of this initiative. The microtargeting developed for the campaign will pay dividends in years to come as constituent groups continue to use the data to build their memberships, target constituents on key legislative issues, and focus legislators on the issues their constituents care about."

Other recent clients have included:

The Ohio Democratic Party	Human Rights Campaign
EMILY's List	Hillary Clinton for President
DNC	Obama for America
DCCC	California Federation of Labor
Virginia Democratic Party	AFL-CIO

