

# Advantage

THE PROVEN WINNER

## BEST PRACTICES TO KEEP YOUR CAMPAIGNS MOVING FORWARD THROUGH THIS UNIQUE, CHALLENGING TIME.

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### **VOLUNTEER PHONE BANKING FROM HOME IS WORKING**

- ✓ We are tracking a **48% increase in survey rates** since March 1<sup>st</sup>.
- ✓ Calls are currently being used for COVID-19 constituent support, GOTV & to gauge candidate support.

### **PEER-TO-PEER TEXTS ARE BEING WELL RECEIVED**

- ✓ Peer-to-Peer texting continues to be a very effective channel with **~20% response rates**.
- ✓ We have been tracking responses to ensure there is no 'pandemic backlash' to texting – both aggressive political messages and coronavirus themes are working.
- ✓ Texts are also being deployed:
  - In 'bulk' to voter universes
  - To reach voters who do not answer or with survey response follow-ups.

**NOTE: This operation is fully automated - texts are sent within minutes of a live conversation.**
- ✓ Texting has been successfully used to:
  - Distribute timely COVID-19 information
  - Reach people who do not answer the phone (increases ID rates up to 150%)
  - Thank supporters and make donation/volunteer appeals
  - Provide GOTV information and messaging
  - Register voters (we have registered over 80,000 by text!)

### **OPTING-IN SUPPORTERS FOR CONTINUING TEXT CONTACTS**

- ✓ Advantage can help you build opt-in texting lists.
- ✓ Voters opting-in will be eligible to receive 'mass' texts from your organization – delivered at a 50%+ lower cost increasing cost effectiveness and reach of texting.

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### **THE ADVANTAGE TEAM IS ON-DUTY AND HERE TO HELP**

- ✓ Our team is fully equipped to assist you and as always, we are available 7-days a week!
- ✓ For more information please email [info@advainc.com](mailto:info@advainc.com) or call/text 703-524-4088