

PubSent Case Study

Northeastern Town Mayoral Campaign

Campaign window: 10 days

Audience: 3,432 low-propensity voters

Goal: Mobilization GOTV



Overview

Ten days before a 2025 mayoral election in a mid-size Northeastern town, the campaign partnered with PubSent to deliver a bilingual SMS GOTV program targeting 3,432 low-propensity voters.

Campaign Objectives

- 1 Drive turnout among voters who typically vote for candidates party, but skip local races.
- 2 Run multiple bilingual SMS conversations that secure vote commitments and resolve questions in real time.
- 3 Uphold strict compliance by embedding clear opt-out language in every initial text, maximizing efficiency across subsequent touches.

***PubSent** is an AI-powered conversational SMS platform that lets campaigns and nonprofits run compliant, personalized texting at scale, turning one-way messages into meaningful conversations that move people to act.*

Strategy and Execution

Audience segmentation identified residents with inconsistent off-year voting histories.

A multi-touch structured send cadence aligned messages with early-voting openings, weekend reminders, and Election-Day deadlines.

"Value, then Ask" approach. Each text focused on conversationally sharing information, diving into promoting the candidate if prompted.

Live sentiment scoring flagged inbound messages as positive, neutral, or negative, enabling rapid manual follow-ups.

Strict Opt-out language made up 31% of each initial message, keeping carrier errors low and transparency high.

RESULTS

24.1 %
Reply Rate

Roughly three times higher than typical political text benchmarks

69.9%
Positive sentiment

A measurement of how aligned recipients were with the candidate

43.5%
Voter Y/Y Increase

for the candidate's party, compared with the previous mayoral race, while the town total only rose by 22.7%.

Conclusion

The results demonstrate that even short sprints that are well-timed, two-way conversations can expand the electorate and mobilize infrequent voters in off-cycle elections.



Tom Carroll, PubSent Co-Founder



Tom@PubSent.com

CONVOS

The below texts are actual conversations with the PubSent Agent (Grey) and Real Voters (Blue).

All identifying information has been altered, see below for more details

Convo #1 GOTV push, early voting

Hi, this is Jenna with Anne Smith's campaign for Mayor. TODAY is the final day of early voting in Willow Creek. Can you make it to City Hall before 6pm to cast your vote for Anne? I can reply with quick directions or help if needed. Don't want more texts? A quick STOP reply will unsubscribe you.

11/2/2025, 1:33:14 PM

Yes, I voted Friday for Anne Smith and across the Party line.

11/2/2025, 2:08:14 PM

Thank you so much for voting early and supporting Anne and the Party team! Every vote truly matters in Willow Creek. If you have a friend or neighbor who hasn't voted yet, would you be willing to remind them how important their vote is too? Your help makes a real difference!

11/2/2025, 2:08:25 PM

I will!

11/2/2025, 2:09:04 PM

Thank you for your support. Your vote and encouragement help shape Willow Creek's future.

11/2/2025, 2:09:12 PM

Convo #2 GOTV push, election day

Hi, It's Jack from Anne's campaign for mayor of Willow Creek. Heading home from work? Polls are open until 9. Absolutely every vote counts in this tight election! Can we count on yours? Reply here with any questions on where and when to vote. Don't want more texts? A quick STOP reply will unsubscribe you.

11/4/2025, 4:53:36 PM

Where can I vote in Willow Creek ?

11/4/2025, 5:08:25 PM

You can find your Willow Creek polling place by visiting <https://vote.elections.gov/>. Polls are open until 9 p.m. today. Do you plan to vote after work, or do you need help making a voting plan? Every vote truly matters in this local election!

11/4/2025, 5:08:35 PM

I should be able to pass by. Thank you

11/4/2025, 5:09:15 PM

Thank you for making the time to vote. Your voice really matters for Willow Creek's future. If you have friends or family in town, a quick reminder from you could make a big difference too. Thanks again for being involved!

11/4/2025, 5:09:24 PM

Convo #3 Early Education/ Establish Relationship

Hey, Jack here with Anne Smith's campaign for Mayor. You tend to vote in big elections, but local ones shape Willow Creek every day. Want to talk about what's at stake? Text back and I'll reply. Don't want more texts? A quick STOP reply will unsubscribe you.

10/24/2025, 1:16:34 PM

jiji what is she about??

10/24/2025, 1:38:43 PM

Great question! Anne Smith is focused on honest budgets, transparency, and making sure Willow Creek residents have a real voice in city decisions. She's pushed for open hearings, clear communication, and responsible spending. Can we count on your vote for her on Nov 4?

10/24/2025, 1:38:54 PM

jiji depends a care about lower my taxes and to clean our city of homeless and good programs for our children's

10/24/2025, 1:40:50 PM

Thanks for sharing what matters to you. Anne is committed to honest budgeting to keep taxes stable, launching a "Greener Cleaner Willow Creek" initiative for safer, cleaner streets, and supporting programs that help families and kids. Do you think these priorities earn your vote this November?

10/24/2025, 1:41:02 PM

Convo #4 GOTV push, election day

Hi, It's Jack from Anne's campaign for mayor of Willow Creek. Heading home from work? Polls are open until 9. Absolutely every vote counts in this tight election! Can we count on yours? Reply here with any questions on where and when to vote. Don't want more texts? A quick STOP reply will unsubscribe you.

11/4/2025, 4:49:02 PM

Where can i find my polling site?

11/4/2025, 4:52:13 PM

You can find your polling site by visiting <https://vote.elections.gov/> Just enter your info and it will show your location. If you have any questions about voting times or what to bring, let me know. Are you planning to vote after work or another time today?

11/4/2025, 4:52:23 PM

Why is this Case Study Anonymous?

Myself (Tom) and Andrew discussed this at length and ultimately decided the cost of social proof by making this anonymous was worth preserving one of our core values of strict neutrality. Especially as we operate in the political space, we solely want our platform to be judged on the results it provides, not the party it happened to help deliver victory.