

Case Study

SOUTHERN CONGRESSIONAL CAMPAIGN (SPECIAL ELECTION)

Timeframe: 4 days, 25 days Till Election

Audience: 19,850 Voters in Key Districts

Goal: Boost Name Awareness,
Test “digital assistant” Disclosure

OVERVIEW

Texts invited voters to compare every candidate on the ballot, providing clear answers on each candidates’ positions, with policies pulled directly from each candidates’ website.

Message starters were split 50/50:

- **Starter A** “...this is the campaign...”
- **Starter B** “...this is the digital assistant...”



RESULTS EXAMINED

A) Transparency about the assistant cost just 1% in initial replies, yet delivered 14% longer chats on average and a slightly higher sentiment.

B) Longer, warmer conversations signal deeper voter engagement despite the disclosure of a digital assistant being the one replying. There was no notable difference in tone or topic from recipients as well.

C) Both variants far exceeded typical political SMS reply norms while holding opt-outs under 7%, further confirming that short messages with compliance language can coexist with strong engagement.

KEY METRICS

Starter A

“...this is the campaign...”

Replies: 11.71%

Messages per chat: 7.8

Average sentiment: 51.9

Starter B

“...this is the digital assistant...”

Replies: 10.75%

Messages per chat: 8.9

Average sentiment: 52.5

Average Opt-out rate 6.9 %



TAKEAWAYS

- Stating “digital assistant” does not materially harm outreach and can enrich dialogue quality.
- Side-by-side candidate comparisons drive meaningful back-and-forth dialogues
- Opt-out clarity maintains carrier trust without suppressing participation.



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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.