PubSent

CASE STUDY

Western City-Council Campaign

Time Frame: 2 Weeks

Audience: Registered Supporters and Swing Voters

Goals: Drive Turnout, Strengthen Base, and Pack Campaign Events



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.

Summary

After a razor-thin victory four years earlier, the campaign partnered with PubSent for a two-week SMS program. Early texts invited voters to rallies and town halls, then pivoted to clear voting guidance as Election Day neared, all with the secondary objective of educating on the candidate. Each message included transparent opt-out language which made up 31% of the total character count. Initial texts focused on encouraging replies, then directing to the ultimate goal based on conversation flow.

RESULT

13.3 % Response Rate

76.4 % Chats marked as "Positive"

57.9 % Click-through on links

2.3 % Clearly reached the CTA

OBJECTIVES

Drive Turnout

Increase overall voter turnout.

Pack Campaign Events

Drive attendance to a list of upcoming rallies and campaign events by identifying interests and smartly sending appropriate links

Strengthen Base

Encourage conversation to educate base on the candidate while maintaining strict compliance standards

APPROACH

- 1) SMS conversations available 24/7
- 2) Cadenced sends matching key dates for events, early voting, and Election-Day deadlines.
- 3) Conversational prompts asked direct questions, encouraging replies rather than one-way broadcasts, that then lead to CTA's based on expressed interest.
- 4) Live sentiment scoring let organizers directly contact undecided voters.

IMPACT AT THE POLLS

43.9% Vote surge for candidate versus the prior cycle, with only a 11.7% total voter increase, despite being out-raised by the opponent 2:1

Victory with a 65.42% vote share, compared to a

50.8% vote share in the previous election.

Key Lessons

- Pairing turnout nudges with candidate education makes for more meaningful interactions that convert at higher rates.
- Links sent within the context of a conversation are clicked an exponentially higher rate than those sent in the first text.
- Transparent opt-out language can coexist with high positive engagement when texts deliver value.
- Even modest reply rates can power double-digit turnout gains when outreach is timely, relevant, and conversational.



Tom Carroll, PubSent Co-Founder
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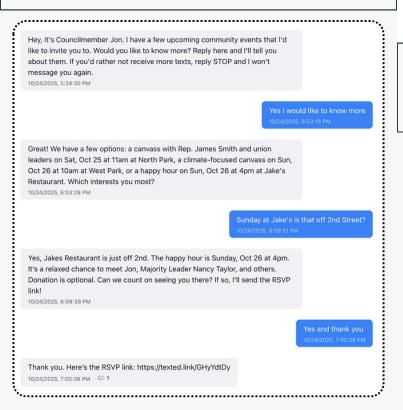
CONVOS

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

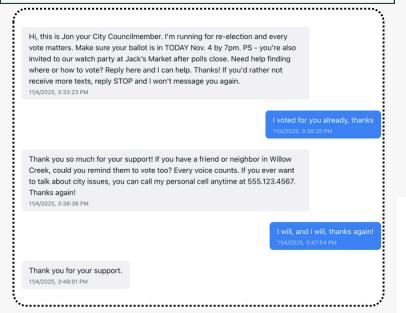
QUICK INFORMATION SHARING

The motive for the below chat was to promote a local event, and track the click through rate for any sent links



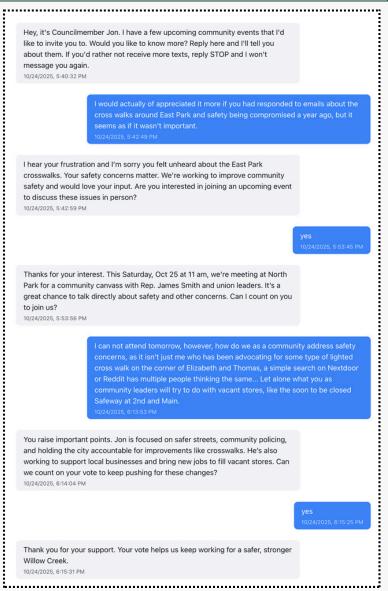
MULTIPLE CALLS TO ACTION

Complex conversation motives allow for multiple outcomes, including the below of shifting from just pursuing one vote, to encouraging community outreach.



ADDRESSING CONCERNS, CONVERTING THEM TO ACTION

Especially when addressing various concerns, we aim to establish understanding, then shift that to constructive engagement.



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 soley want out platform to be judged on the results it provides, not the party it happened to lead to victory.