

# CASE STUDY:

## Tennesseans for Student Success



When Tennesseans for Students Success needed a coordinated voter contact program in four state legislative elections, they turned to Victory Phones and AdVictory for their proven technology and workflow integrations. Despite heavy spending programs by the opposition, the four-week program resulted in victories in each district.

### PHASE 1:

We began by leveraging the base **voter data** and **modeling IDs** created by our partner i360.

### PHASE 2:

We then integrated our aggregated **interactive voice response (IVR)** and **live call data**.

### PHASE 3:

Using this amalgamation, we were able to build **unique likely voter models** for each district to deploy for telephony and an array of digital advertising channels.

### PHASE 4:

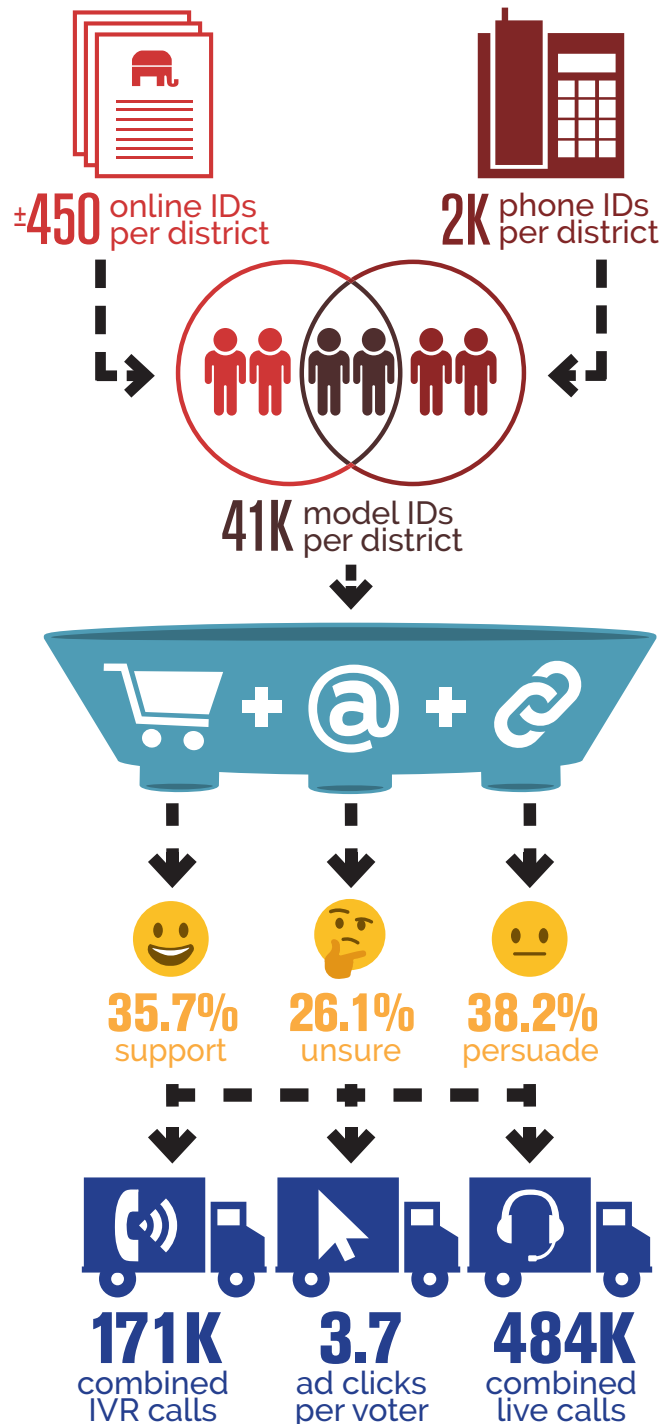
After the initial audiences were built, **the universes were further refined based on each user's online behavior**, before finally being honed using our expected voting likelihood model.

### PHASE 5:

We were then able to **segment both online and offline audiences into one of three pools: supportive, undecided, and persuadable**.

### PHASE 6:

Our final efforts focused on delivering GOTV information to our supporter universe and persuasion messaging to the other two segments. We accomplished this through **synchronous digital ad delivery and phone outreach**, both of which were weighted according to each user's most likely method of engagement. This ensured that the campaign's final voter contact spends were intelligent, targeted, and cost-effective.



## SUMMARY:

Over the course of four weeks, Victory Phones and AdVictory's unparalleled digital and telephony integration helped TSS outperform their opponent's online and offline voter outreach, even while being outspent.