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# Expanding ActBlue's Customer Base Through Targeted Advertisement

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# ActBlue Facts

- Provides software fundraisings tools for Democrats and Progressive groups
- Business model based on organizations purchasing ActBlue tools for use
- As a complimentary revenue stream, ActBlue hosts their own sites for Presidential campaigns and requests donations from donors

**Hillary  
Clinton  
alone raised  
over \$1.4B  
for the 2016  
Presidential  
Campaign**



OPPORTUNITY?

LEVERAGE 2020 PRESIDENTIAL  
CAMPAIGN TO **INCREASE USERS**  
AND **INCREASE DONATIONS**

HOW?

**TARGETED ADVERTISEMENTS** TO  
POTENTIAL CUSTOMERS  
FEATURING THEIR PREFERRED  
PRESIDENTIAL CANDIDATE



# Methodology

Our algorithm was developed using Federal Election Committee and Census data:

- Zip code
- Income
- Contributor Amount
- Contributor Occupation

# DOES IT WORK?

OUT OF 3362 CONTRIBUTIONS FROM DC  
RESIDENTS TO BUTTIGIEG, PREDICTED **1629**  
CORRECTLY

Selects the particular  
candidate out of the Top 4,  
your donor will choose with an  
accuracy of approximately 45  
percent.

# ADDITIONAL PRODUCTS

- Custom solutions designed at improving target advertising accuracy for one or more particular candidates
- Opportunities to offer this service to ActBlue's clients as part of the suite of tools

# FUTURE COLLABORATIONS

An American flag is waving in the background against a blue sky with light clouds. The flag is positioned on the left side of the frame, with its pole visible. The stars and stripes are clearly visible.

- ANALYSIS OF CONTRIBUTOR'S OCCUPATION AT A FINER LEVEL OF DETAIL
- INCLUSION OF CONTRIBUTOR'S EMPLOYER INTO THE MODEL
- USE OF OTHER SUPERVISED LEARNING MODELS TO ENHANCE ACCURACY