Expanding ActBlue's Customer Base and Increasing Donations Through Targeted Advertisement

ActBlue

Alyssa Liguori

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**

- Utilize models to maximize potential customer engagement and interest in ActBlue software

- Increased exposure to the general public, leading to relationships that can be developed Post-Election

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 FOR BUTTIGIEG,

1629 WERE PREDICTED CORRECTLY

Our algorithm predicts the candidate your donor will choose with an accuracy of 45 percent

ADDITIONAL PRODUCTS

- Custom solutions designed at improving targeted 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 WORK

- 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