

A large crowd of people is gathered for a political rally, with the US Capitol building visible in the background. The image is overlaid with a dark blue filter. On the left side, there is a vertical line with dots at the top and bottom, and the text 'DNC' is positioned to its right.

DNC

How Data is Transforming Politics



GOALS OF POLITICAL CAMPAIGNS

Effective campaigns use limited resources to efficiently net enough votes for their candidate to win.



Spend money in the right places



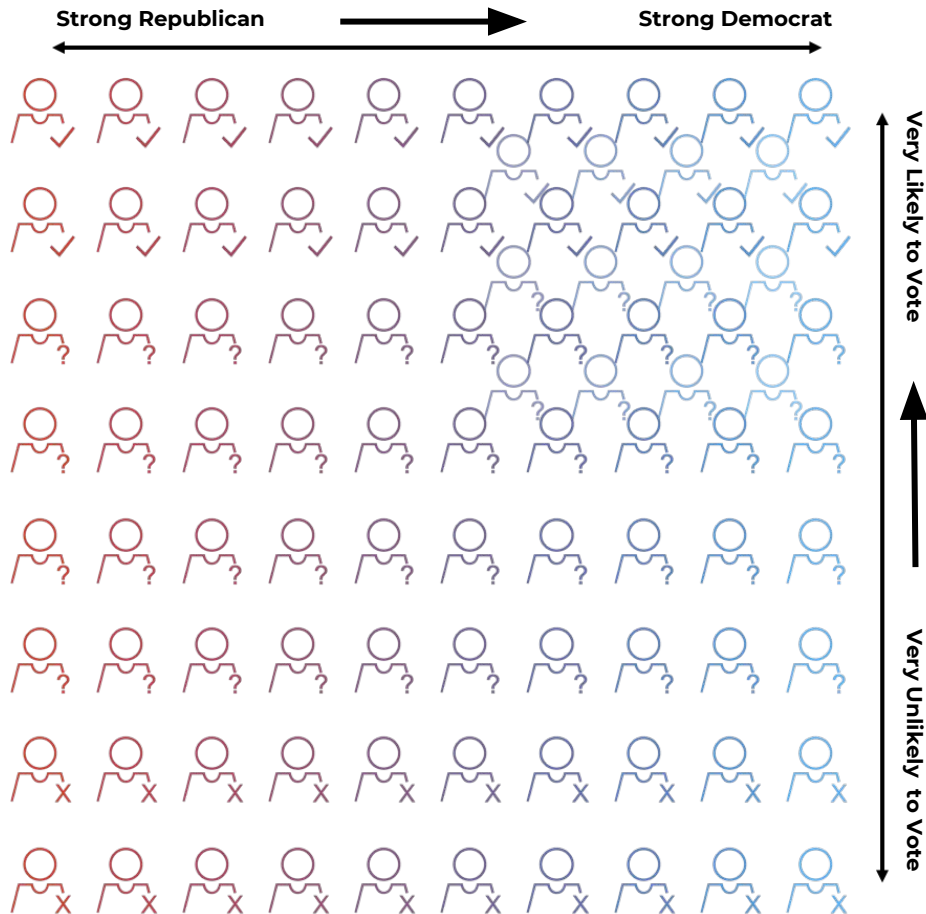
Run cost-effective programs



Focus on the people most likely to be moved by those programs



CAMPAIGNS MOVE VOTER BEHAVIOR ALONG MULTIPLE SPECTRUMS



DEFINING & EXECUTING THESE STRATEGIES

Campaign strategy starts by defining the combination of approaches that will move enough voters along this spectrum to win the most votes.

- **Who** do we need to reach?
- **What** do we need them to do?
- What **medium**, **message**, and **messenger** will be most effective at getting those people to take action?

We can evaluate tactics against this framework:

Reachability:
Availability &
Quality of Data

Receptiveness:
Impact of
Contact

Resources:
Cost in money
& time



The data & technology infrastructure that helps campaigns has evolved radically over the last two decades.



Early 2000s:

- Identified voters by broad classifications or geographies
- Polling used to identify segments of population that were supportive, cared about certain issues, etc.
- No shared record keeping of voters across states
- Data collected by campaigns lived in disparate systems, if it was tracked at all



The data & technology infrastructure that helps campaigns has evolved radically over the last two decades.



Post 2004 Election:

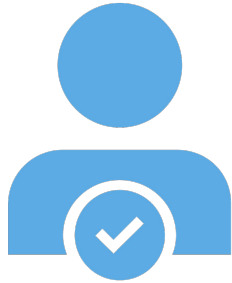
- DNC and state Democratic parties invested in building a 50-state voter file to standardize data for Democratic candidates
- Provided that voter file to state parties and campaigns through a centralized CRM to track voter contact



The data & technology infrastructure that helps campaigns has evolved radically over the last two decades.



Voter file 101:



Data is publicly available, but content/structure varies significantly by state.

Generally includes info like:

- Name
- Address
- Vote History

In some states, includes:

- Political Party
- DOB
- Gender
- Race
- Phone Number



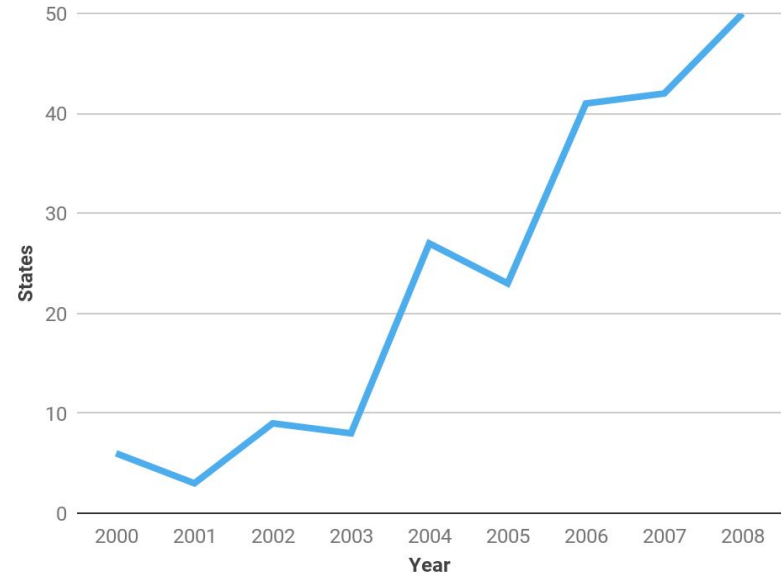
The data & technology infrastructure that helps campaigns has evolved radically over the last two decades.



By 2008:

- Campaigns had a complete list of registered voters around the country, with varying levels of data state-to-state
- 50 states entering substantial data into a centralized CRM

States entering 5k+ Records into Shared CRM



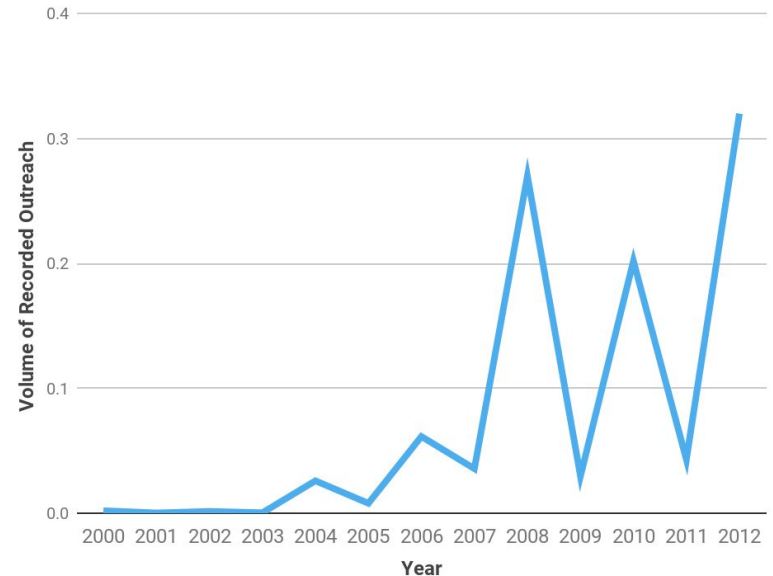
The data & technology infrastructure that helps campaigns has evolved radically over the last two decades.



2012 Obama Re-election Campaign:

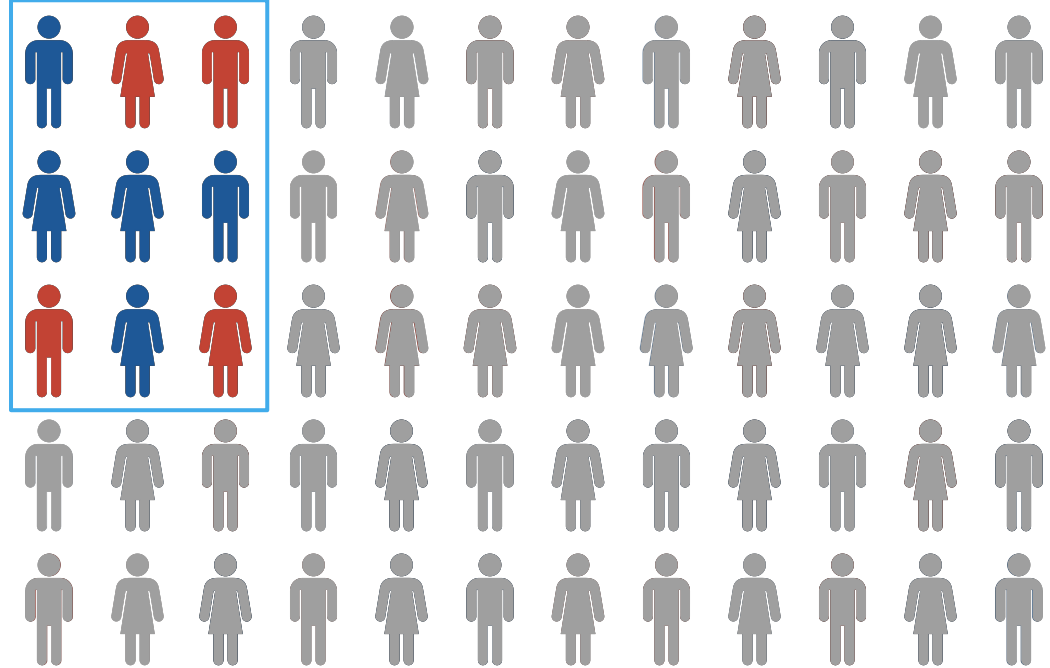
- Harnessed the data compiled over previous cycles
- Collected and appended additional data on top of the voter file, including consumer data and ongoing surveys
- Leveraged advanced analytics to predict voter behavior on an individual level

% of All Data Added to Shared CRM Year-to-Year



PREDICTIVE ANALYTICS IN CAMPAIGNS

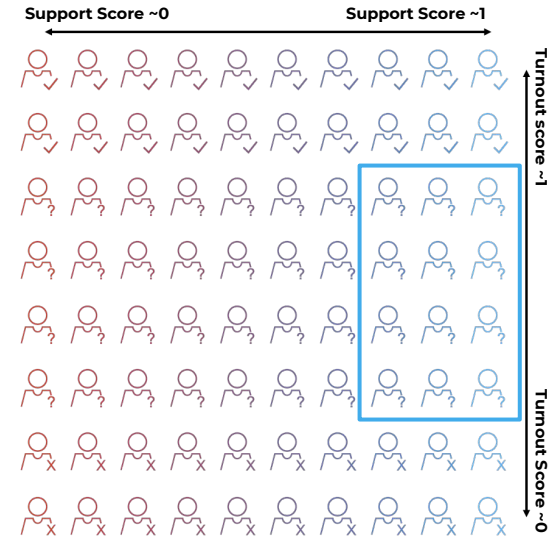
Models predict individual traits & behaviors across the voter population.



PREDICTIVE ANALYTICS IN CAMPAIGNS

Models predict individual traits & behaviors, and are aggregated, including through simulations, to predict election outcomes.

- Continuous survey collection to collect individual data on preferences
- Models built on that data & IDs collected in the field score each voter on key traits
- Relies on effectively modeling the full electorate to effectively predict outcomes



UPGRADING THE TECH FOUNDATION FOR ANALYTICS

This advanced analytics work required an overhaul of the technology DNC & campaign data scientists relied on to store, process, and build models on data.

DNC and Obama campaign implement an upgraded data warehouse & analytics platform using Vertica



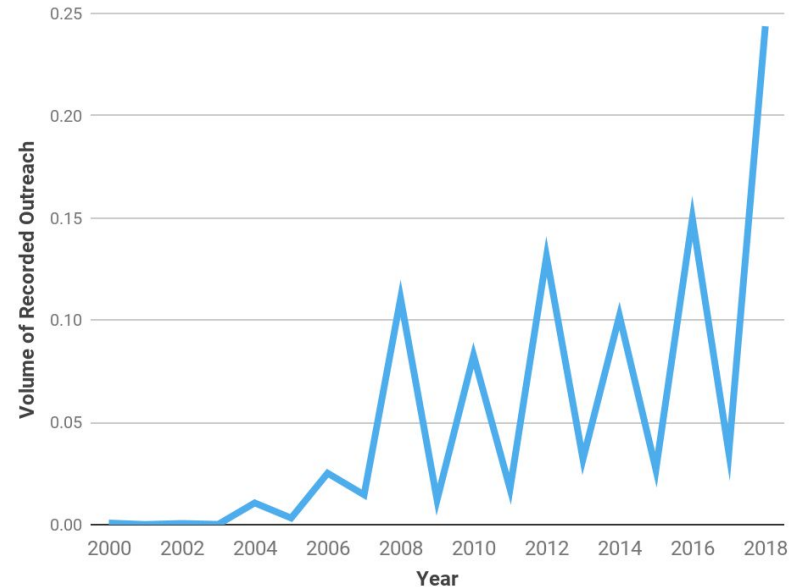
The data & technology infrastructure that helps campaigns has evolved radically over the last two decades.



From 2012 to 2018:

- Significant rise in the volume of data being collected by campaigns each election cycle
- Campaigns up and down the ballot increasingly leverage advanced analytics to target voters

% of All Data Added to Shared CRM Year-to-Year



HISTORIC VOL ENGAGEMENT POWERED VOTER CONTACT AT SCALE

Historic activism drove Democratic victories in close races around the country.

- **1.5 million unique people** signed up to volunteer for more than **4 million shifts**

60% increase in people, who completed more than twice as many volunteer shifts vs. 2014



- The result was unprecedented levels of voter outreach

More total attempts – including **more doors knocked** – than in any past cycle on record, including presidentials

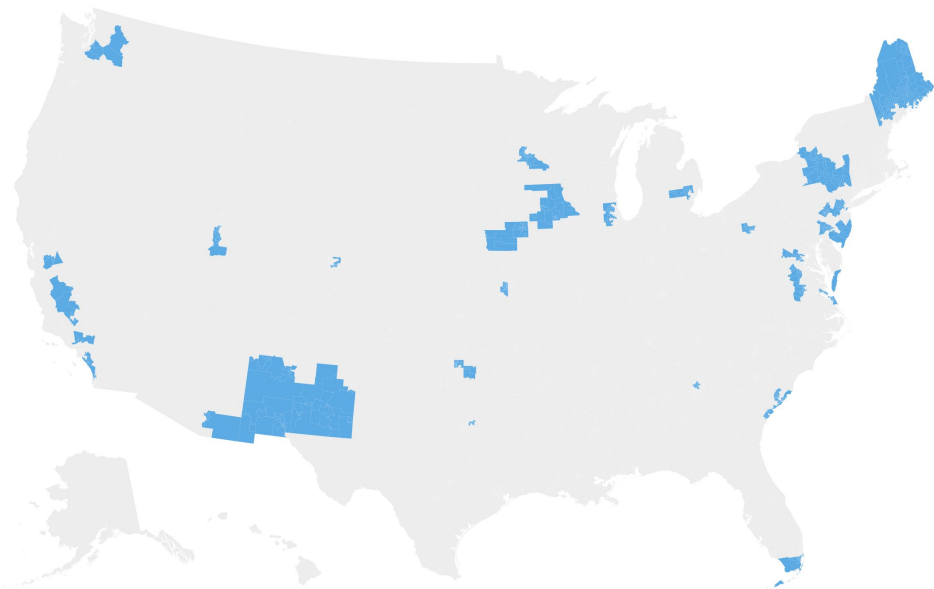
More **voter outreach** than in 2010 and 2014 cycles combined



The 42 congressional districts that Democrats flipped in 2018 show the concentrated energy of this cycle – and its impact.

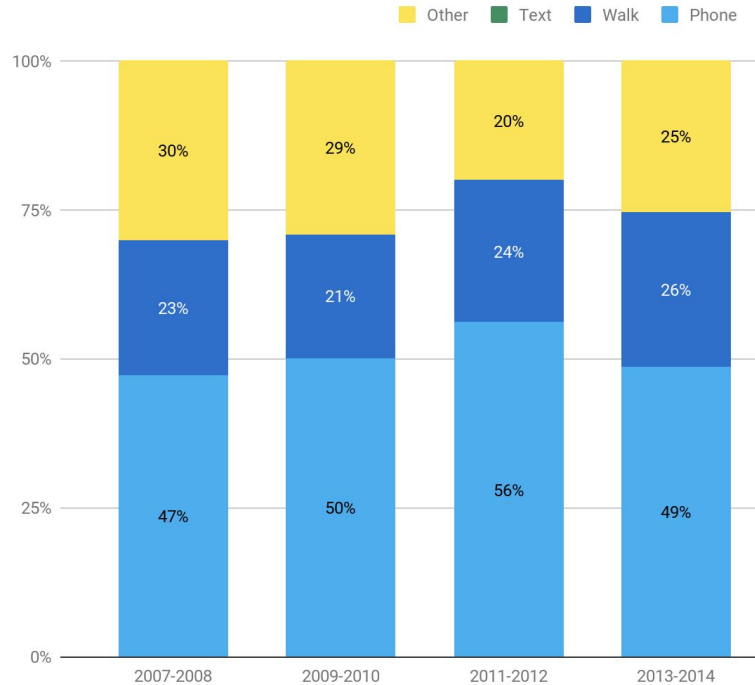
In these 42 districts:

- There were **twice as many** voter contact attempts vs. 2014, with >40M points of outreach across calls, doors, & SMS
- Campaigns reached out to **millions more unique voters** than in the same districts four years ago
- **61%** of voters in these districts got some kind of outreach; **49.7%** got a call/knock/text



THE NATURE OF CAMPAIGN PROGRAM IS CHANGING

This cycle's outreach programs took advantage of a wide range of new tools for reaching voters – with SMS significantly reshaping the outreach landscape.



STRAINING THE INNOVATIVE FOUNDATION OF 2012

Vertica was a significant advance, but not designed to withstand the scale or volume of use through 2018.



Data collection & tech infrastructure requires investment to both measure and drive evolving campaign programs.

Where we are, where we're going.



Key data questions in campaigns today:

Identifying and Reaching Target Voters

Are we collecting the data we need to both identify and reach target voters?

Predicting Outcomes

Are we collecting the data we need to effectively model the electorate and predict outcomes?

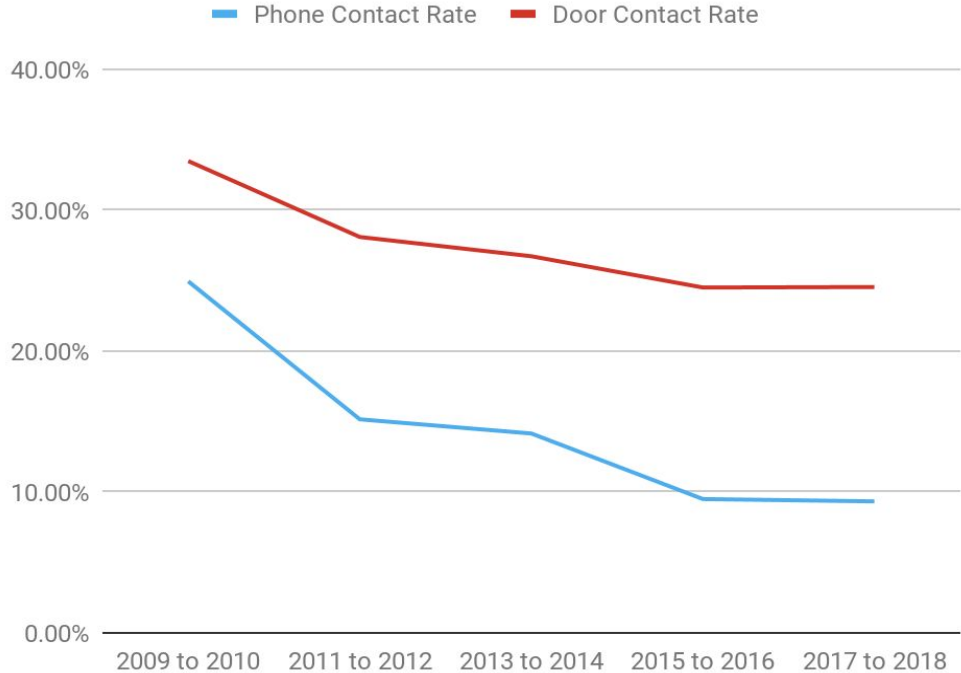
Building Infrastructure for Data Innovation

Are we creating infrastructure that doesn't just handle today's data but will evolve along with campaigns?



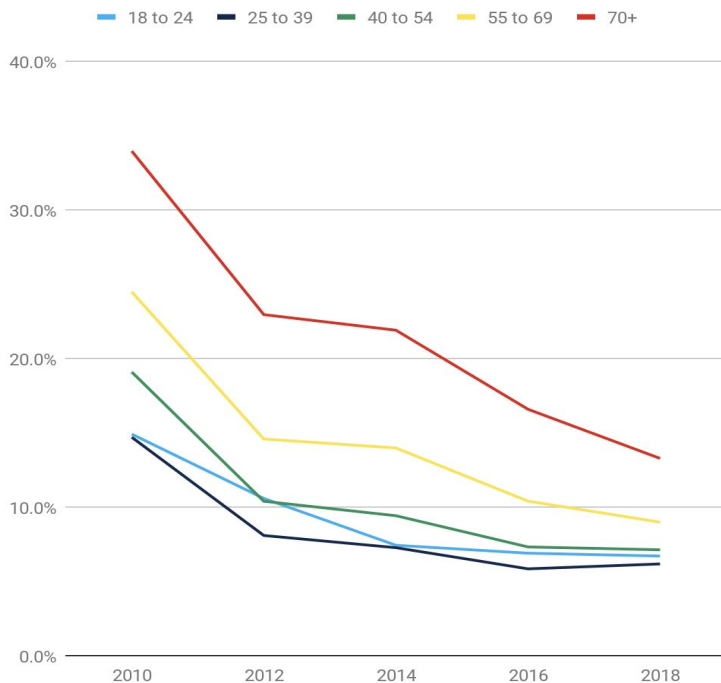
ENGAGEMENT WITH TRADITIONAL OUTREACH IS CHANGING

Voters are engaging in different ways with campaigns, requiring continual adaptation.

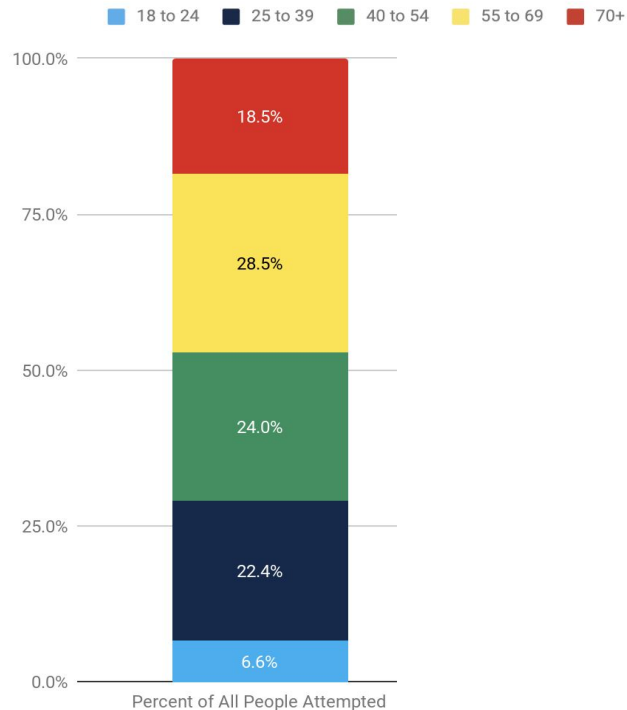


Low response rates are unevenly distributed across target voter populations – so, some populations are uniquely missed by outreach.

Phone Contact Rates by Age Group Over Time



Breakdown of people attempted on phones vs. people contacted



ADAPTING DATA COLLECTION TO REFLECT CHANGING ENGAGEMENT

New tactics force a reevaluation of the data points campaigns are capturing.



Significant rise in new tools and technologies to reach voters in a wide range of ways



Relational engagement shows promise but brings data collection challenges



Online engagement changing the face of campaign interaction with voters



MOVING BEYOND THE VOTER FILE TO A 360 VIEW OF VOTERS

Campaigns don't talk with voters in isolation, and data can help tell the full story of what voters are hearing and saying in all directions.



Data exchange within the progressive ecosystem



Learning from organic conversation, behavior, and activity online



Tracking malicious voter outreach and combatting disinformation



FIGHTING DISINFORMATION

CYBERSECURITY



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Breaking News Today TV

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Being Patriotic shared their event.

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Hillary Clinton is the co-author of Obama's anti-police and anti-Constitutional propaganda



JUL
23

Down With Hillary!

Sat 1 PM EDT - 1 Pierreport Plz, New York City, ...
180 people interested · 45 people going

★ Interested

763 Reactions · 76 Comments



Like



Comment



Shannon Moore

September 18 at 11:08 PM ·

Men have had their chance and all we got was this lousy patriarchy. If Men just stay home, maybe we can finally have some sanity in government.
#nomenmidterms

DEMOCRATS WIN

When only women vote.



DEMOCRATS
CHANGE THAT MATTERS

#NoMenMidterms



Army of Jesus

Sponsored ·

Like Page

Today Americans are able to elect a president with godly moral principles. Hillary is a Satan, and her crimes and lies had proved just how evil she is. And even though Donald Trump isn't a saint by any means, he's at least an honest man and he cares deeply for this country. My vote goes for him!

SATAN: IF I WIN CLINTON WINS!
JESUS: NOT IF I CAN HELP IT!



Stop A.I.

Who is behind this mask? A man? A woman? A terrorist? Burqa is a security risk and it should be banned on U.S. soil!



11K

1.1K Comments · 55K Shares



Talia

@2020fight

This MAGA loser gleefully bothering a Native American protestor at the Indigenous Peoples March.



2.5M views

DECLINING ENGAGEMENT RAISES NEW CHALLENGES PREDICTING OUTCOMES

As contact rates decline, the people who engage with political surveys are increasingly dissimilar to the general population.



Traditional polling has relied heavily on phone call responsiveness



New polling tactics have potential to reach underrepresented populations, but carry risk



Significant rises in sources of data, but challenges separating signal from noise



Online engagement provides a new volume of data on people's preferences, but creates challenges in separating signal from noise.

Democrats who **post political content** on social media are more likely to ...

Say they have donated to a political organization in the last year



45% of Democrats
on social media



14% of other Democrats

The New York Times

TheUpshot



NEED TECH TO KEEP UP WITH EVOLVING DATA

Tracking & effectively organizing new sources of data requires functional technological infrastructure.



Expand core campaign data to build a 360-degree view of voters



Routinely incorporate new data sources, build adaptable data model for long-term flexibility



Google BigQuery

Sustainable technology that provides a stable foundation for analysis and data science



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