



THE

DigitalCo-Op

Fast, dependable list growth when every dollar counts.

Get connected with the donors who drove record-breaking fundraising in the 2022 midterms with The Digital Co-Op's list growth solution, AdvantageAI.

Democratic campaigns and committees drove record-breaking fundraising numbers in the 2022 cycle - and against tough odds, clinched hard-fought victories across the country.

When fundraising for these critical campaigns, every single dollar counted. And for some of the most consequential races of the cycle, The Digital Co-Op's list growth solution - AdvantageAI - proved instrumental in helping campaigns grow their supporter bases by investing in efficient, scalable list growth that paid back fast.

The co-op is a first-of-its-kind list growth tool that allows you to grow your revenue by adding active, email-responsive donors to your list and connecting you with prospects modeled specifically for your cause or campaign.

How does it work? AdvantageAI, the premier offering of The Digital Co-Op, combines the dependability of fixed-cost acquisition with predictive modeling so sophisticated, it's even proven to outperform powerful social media platforms. The result for our partners in the 2022 cycle? \$83 million raised, high engagement, and victories in key races.

Here's what The Digital Co-Op can offer your campaign or committee:

- + ***Fast, dependable payback on your investments in acquisition:*** For campaign co-op members in the 2022 cycle, this meant an average return on their acquisition investments of 357% - and some acquisition cohorts that broke even in as little as one week.
- + ***High-quality list growth at scale:*** With a 150-member strong co-op that's constantly growing, and nearly 100 million email addresses in its data lake, The Digital Co-Op is able to offer high-quality inventory for even the largest programs.
- + ***Predictive modeling tailored to the needs of your program:*** Lists delivered by AdvantageAI are designed to be responsive specifically to the message of each member organization or campaign. The result? AdvantageAI names donate at much higher rates than comparable fixed-CPA sources that may offer cheaper prices per name at the point of purchase. That's how members see a faster, stronger return on spend - and higher open rates with fewer unsubscribes, preserving list health.

To learn more about what The Digital Co-Op can do for you, reach out to thedigitalcoop@missionwired.com.



Case Studies:

Senate Campaign #1

- + More than 3.3 million active email addresses acquired
- + More than one million contributions from email addresses delivered by AdvantageAI
- + 520% full-cycle return on spend

Senate Campaign #2

- + More than 878,000 active email addresses acquired
- + More than \$550,000 raised from email addresses delivered by AdvantageAI
- + 217% full-cycle return on spend

Committee #1

- + Nearly 2 million active email addresses acquired.
- + 285% full-cycle return on spend

Committee #2

- + More than 3.1 million active email addresses acquired.
- + 219% full-cycle return on spend

