

# **Advocacy Audience Modeling**



High-bar actions when  
you need them most.



The Digital Co-Op is built to offer nonprofits and political campaigns data-backed solutions to today's problems, yes. But the first-of-its-kind data co-op is also characterized by an infrastructure made to evolve, which means it is always growing and learning how to solve for the challenges of tomorrow.

We know that growth is built into the infrastructure of The Digital Co-Op because:

- + Its members have joined the co-op from **115 nonprofits and campaigns** - and that number is constantly growing.
- + Each of the more than **100 million unique email addresses** within The Digital Co-Op has its own "data story" our algorithms use to identify the causes for which they're most likely to align.
- + Between The Digital Co-Op's cutting-edge machine learning and the wealth of billions of rows of data within its inventory, the modeling potential presents a laboratory for innovation that will only grow stronger with every new member to join.

Our first chance to test The Digital Co-Op's capabilities modeling for advocacy came in 2021 when one of our members asked us if we could create a model to identify new supporters who would call Congress to advocate for the passage of historic legislation.

## Approach

With the wealth of "data stories" within the co-op's vast pool of email addresses, and the strength of our algorithms to identify the causes for which each prospect is most likely to align, we said yes - and we took our first toe-dip into using our massive data lake and machine learning techniques to test advocacy modeling.

To evaluate the genuine effectiveness of our approach, we set up a test to compare the advocacy model to a traditional model, which, in our case, is used primarily to identify prospective donors. We found our Advocacy Modeling to be 21% more effective at driving calls for our member organization, statistically significant at the 0.05 confidence level.

## Success

What did this look like for our nonprofit co-op member seeking supporters poised to take action and make calls when the stakes were the highest? We helped the organization generate calls to members of Congress at what was - for them - a record-low cost-per-call.



There is still plenty for us to learn about using The Digital Co-Op in this way. But what we're seeing so far is a modeling approach that allows organizations to identify prospects to make calls, send texts, and write letters (the high-bar actions of engaged supporters) when these actions are needed most.

