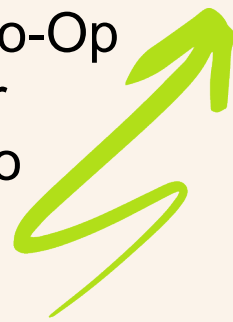




Your Best-Performing Acquisition Source ... Just Got Better

The engine that powers The Digital Co-Op is now even smarter – meaning faster returns and more committed donors to power your campaign or cause.



The data scientists behind The Digital Co-Op's cutting-edge models are unveiling something big: **a new, state-of-the-art architecture to underpin the co-op**. What does this mean for you?

The predictive models that give The Digital Co-Op its best-in-class targeting capabilities just got better. More precise, more efficient, more reliable. What's more, these changes are going into effect right now – which means that the email addresses you acquire *this month* will benefit from this upgrade to the co-op's predictive modeling power.

The Digital Co-Op was already the top-performing acquisition and targeting source for political campaigns and causes. Now, it's outperforming even its own recent capabilities – here's how our newly improved model stacks up, not just against its competitors, but also against The Digital Co-Op as you've seen it before:

<u>Case Study: Senate Campaign</u> <i>Model upgrade results for an in-cycle Senate campaign</i>	<u>Case Study: Committee</u> <i>Model upgrade results for a national committee</i>
<ul style="list-style-type: none">+ 54% higher return from the upgraded model when tested against the original model+ 22% increase in total donors converted	<ul style="list-style-type: none">+ 59% higher return from the upgraded model when tested against the original model+ 56% increase in total donors converted

We can't wait to see what these improvements do for your program. To be one of the first members to take advantage of our state-of-the-art upgrades to The Digital Co-Op, reach out to your co-op contact, or get in touch at thedigitalcoop@missionwired.com.

