Heading into 2016: Data, Technology, Targeting

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“I had with two years of hard work, secured a list of the names of all the voters in all the important States of the North, in 20 or more States, and lists which gave the age, occupation, nativity, residence and all the other facts in each voters’ life, and had them arranged alphabetically, so that literature could be sent constantly to every voter directly, dealing with every public question and issue from the standpoint of his personal interest.” James Clarkson, chairman Republican National Committee, 1891
“The right messages, to the right people, with the right content.” John Lee, CTO, NGP VAN
SmartVAN

What is SmartVAN?

NGP VAN and TargetSmart Communications have teamed up to provide the best enhanced voter data and the best software at the best price. SmartVAN combines the most frequently updated and most robust voter data with NGP VAN’s market-leading VAN field campaign software, which is used by the Obama campaign and virtually every Democratic candidate, as well as most national progressive political organizations and unions.

The Best 50-State Voter File

The 50-state voter file, which is available for the first time to organizations other than the Obama campaign and Democratic candidates (but not to Republicans or those primarily dedicated to opposing the Obama campaign), is the best national voter data available, and has the highest percentage of registered voter contacts of any comparable product. It is the perfect complement to NGP VAN’s market-leading VAN software, making it the most powerful voter contact tool available.
Data Trust, i360 Announce Historic Data Sharing Partnership

Arlington, VA (August 28, 2014) — The Data Trust and i360, the two leading right-of-center data management companies, are announcing a historic data sharing partnership that will allow Republican and Conservative campaign resources to be spent more efficiently than ever before.

“For the first time, the Data Trust and i360 will work together to reduce duplication and make right-of-center voter contact efforts more efficient, resulting in our partners having access to more and better data,” said John DeStefano, president of The Data Trust. “We are very excited to work alongside i360 on this partnership designed to provide the foundation for Republican and Conservative victories in 2014 and beyond.”

Through this partnership, voter contact information gathered by clients of either The Data Trust or i360 can improve the data shared with all clients. For example, if a client of either company conducting voter outreach finds information for a voter they do not have in their database, they can share that information with their partner company. The Data Trust and i360 then are able to use the shared information that helps them reduce duplication of the voter’s contact efforts and increase the number of contacts they are able to make as a result of the partnership.

In addition to reducing duplication, the companies will be working together to find opportunities to share other types of data that will help each other’s clients spend resources more efficiently. This will result in a true partnership between the two companies that will benefit both of their clients and the Republican and Conservative parties as a whole.

About Data Trust

Data Trust is a leading provider of data management services to the Republican and Conservative political campaigns. Their products and services are designed to improve voter contact efforts and increase the number of successful voter outreach campaigns for their clients. They are headquartered in Arlington, VA.

About i360

i360 is a leading provider of data management services to the Republican and Conservative political campaigns. Their products and services are designed to improve voter contact efforts and increase the number of successful voter outreach campaigns for their clients. They are headquartered in San Francisco, CA.
Total number of staffers in Digital, Data, and Analytics

2004-2012

- Democrats: 500
- Republicans: 100

Staffers
Field crossing between domains

- Obama 2008:
  - Total Staffers: 132
  - Political Field: 26
  - Technology Field: 11

- McCain 2008:
  - Total Staffers: 16
  - Political Field: 4
  - Technology Field: 0

- Obama 2012:
  - Total Staffers: 339
  - Political Field: 73
  - Technology Field: 48

- Romney 2012:
  - Total Staffers: 90
  - Political Field: 17
  - Technology Field: 7