



MOBILE SPORTS GROUP



SMS Text Message: Vote 6/5 for Gov. Compare the candidates <http://bit.ly/lzn41n> & vote for Faith & Freedom. Learn more about FFC @ www.ffcoalition.com. To opt out reply stop

SMS Text Message: "Vote tomorrow" for Senate District 21 Compare the candidates <http://bit.ly/KERMFp> to opt out reply stop



FAITH & FREEDOM COALITION

Restoring America's Greatness
& Founding Principles

Reaching Voters & Building Database – Case Study

OBJECTIVE: Reach Wisconsin Republican Christians & Republican Registered Voters across the state, especially in rural and exurban areas. We reached over 327,143 Wisconsin Republican Christians voters by Email and SMS promoting our Voter Guide and reminding people to vote...

We also sent out 3x campaigns targeting Business Executives 64,258 executives in the entire state promoting the Wisconsin Faith & Freedom Coalition message. We also used Mobile banners ads within our Mobile News Network in Wisconsin, running ads on Fox, CBS, and ABC TV Stations using our Mobile platform technology. Over 1 million Impressions reminding voters to vote.

RESULTS

- All Republicans Won!
- Collected over **51,000 B2B Executive** email addresses to add to our database in less than one week.
- Only 43 B2B executives opt-out among 64,258 B2B Executives
- Had 15% open rate targeting new prospects who were Republican Christians, 5x times larger than the national average for Opens for new prospects.
- 95% Open Rate for SMS Text Messages – Nielsen.com

We are very happy with the results in being able to target by zip codes, voter districts, demographics, geographic, lifestyle, consumer interest, income spending, net worth, and behavioral information. Using Interactive Marketing Services pertaining to SMS, Banner Advertising, and both Consumer & B2B Email, we save a tremendous amount of money verse sending out postcards or direct mail. We have seen positive results and plan on incorporating these programs into our national & local campaigns in 2012. Building our database is priceless!

Billy Kirkland, Faith & Freedom Coalition