

A Data Driven Approach

ACTwireless™

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Who We Are



Big Data, Small Data

Volume
Velocity
Variety



Rules of the Road for Getting Started

- Create a central place for your data
- Leverage publically available data sources
- Set an objective with measurable milestones
- Don't focus on a platform specific metrics

Track What Matters to You



“Collecting” Data

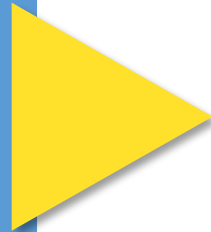
- Just ask
- Peer-to-peer & sharable actions
- Platforms
- List buys
- Data append
- Cookies
- Incentives



Our Overall Approach

Collect Data and Enhance the Database

- Set metrics for success
- Determine relevant data points that matter and will get you to your goal
- *Own* data versus using a proprietary system



Segment and Test - Create Unique Branded Content

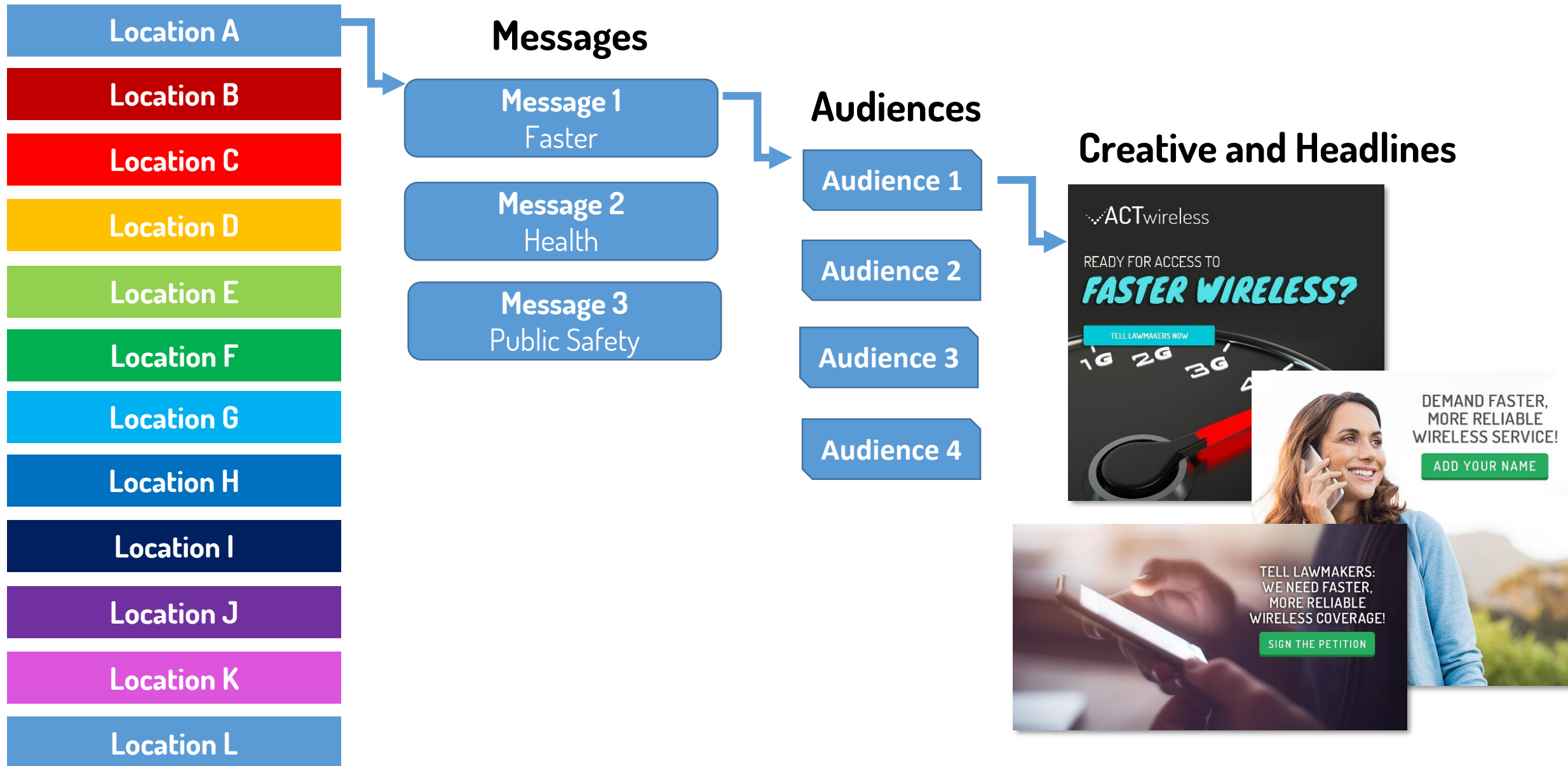
- Develop hypothesis and test for success
- On relevant platforms, leverage content that will speak uniquely to your target audience



Analyze, Iterate and Optimize

- Analyze results, what was successful and what was not?
- Explore new approaches and tactics in order to optimize the campaign


In Practice - Multivariate Testing



Results

Michelle, Hawaii

Cares about access for ALL to faster wireless speeds.



Michelle
@ColeM004

I live in Wailua, Kauai one of the most beautiful places in the world.
I look forward to learning more about Twitter.

Followers 8 Following 45

Follow

Tom, California

Believes faster wireless is needed in an emergency, especially if it is a medical emergency. Loves music and gardening.



Tom
@tgmc51

I'm a man who enjoys working hard, making a difference in the world, marriage, music, gardening, sobriety, and being on a men's team.

Followers 33 Following 18

Follow

Linda, South Dakota

Wants enhanced wireless coverage so she can look up things on her phone while camping. Retired, pro-life, and Christian.



Linda
@LindaNeve1

Mom of 5 and grandma of 15! This is my husband Mike and I and some of the 15 grandkids!

Followers 21 Following 54

Follow

Ages: 50-79

Income: <\$25k - \$75K

Gender: Trends female

Political Affiliation:
Democrat (43.6%)

Sorry, Not Interested

- Identify inactive advocates
- Develop strategic approach
- A/B Test
- Establish campaign
- Re-send



Data in a New Era

- Transparent
- Relevant
- Listening
- Advocate control



What's Next

- On an ongoing basis, enhance targeting abilities by adding continuously adding data points.
- Continued optimization of process on segmentation, analysis, and content development.
- Increase outreach optimization based on continuous evaluation of past metrics.
- Analyze commonalities among most engaged advocates