

# CASE STUDY: ELECTIONS

## FIGHTING THE ONSLAUGHT OF OUTSIDE MONEY WITH DATA

### The Background:

An incumbent state senator in a Minnesota swing district anticipated a relatively easy re-election bid until an onslaught of outside money came in support of his opponent.

Democrats flooded over \$800,000 into the race from outside groups in a full-court press to win back the seat from the GOP incumbent, who was now significantly outspent. For example, in the last 3 months of the campaign, the incumbent spent approximately \$6,100 in digital spending. The opponent? Nearly \$129,000.

**A look at the Minnesota legislative races that have been flooded with spending, in six charts**

MINNPOST, OCTOBER 29, 2020

### The Plan:

The Majority Strategies team focused on targeting the right voters, concentrating on swing voters with a bipartisan message that at times included the Democrat governor.

### The Solutions:

Majority Strategies combined our data and audience insights with direct mail, digital advertising, and P2P texting. Because the state regulations did not allow our client to benefit from the use of the state party's non-profit permit, mail universes were tightened to absorb the costs of bulk postage rates while staying within budget.

### The Results:

The GOP incumbent held off the well-funded challenger and won by over 1,200 votes.

**Senjem, Nelson and Pierson declare victory in state races**

KTTCC, NOVEMBER 4, 2020

