



## DIGITAL VIDEO PERSUASION INITIATIVE

MoveOn has developed and piloted a powerful new breakthrough in digital segmentation, testing, and persuasion that we're planning to take to scale across close to one hundred U.S. House races and nearly two dozen Senate and gubernatorial races for the fall general election. This highly targeted project uses Facebook and SMS to distribute sets of videos to segments of voters, using user-generated videos featuring authentic messages and messengers that our testing demonstrates are effective at persuading precisely those segments.

This program is poised to persuade hundreds of thousands of voters to change their voting behavior and cast their ballots in favor of Democratic candidates in 2018, at a cost per vote an order of magnitude lower than any comparable program. The Analyst Institute's independent assessment of our successful pilot program in Virginia and Alabama concluded that these results are "some of the highest votes-per-thousand figures we've seen."

### User-Generated Digital Persuasion: Why?

The videos are user generated by voters seeking to persuade their neighbors, and they require substantially less production overhead than most video advertising. Hence, we can produce and test many more different videos than traditional production methods allow. At scale, we expect to produce 1,000+ different videos for testing in the 2018 cycle. You can [watch a sample video from our Alabama program here.](#)

These personalized, authentic videos can both land as more credible and cut through political ad clutter. (We have seen this effect in other media before—less-polished MoveOn-member-written emails often outperform staff-written emails, and "boring," black-and-white mail pieces can outperform beautiful glossy mailers.) We ask voters to speak into their phone or laptop and record their own message about why they are voting for a candidate, check that their statements are both factually accurate and align with MoveOn values, and simply add subtitles and a disclaimer.

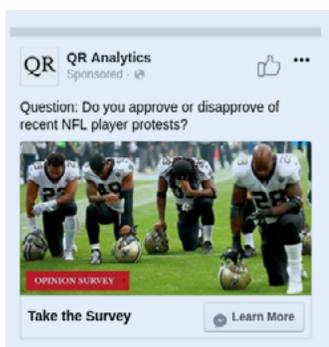
Our testing shows message/messenger combinations that no D.C.-based ad firm would propose, but that real people come up with, often perform incredibly well with key voter segments.

## Targeted Testing & Segmented Delivery

Our targeted testing protocol and our subsequent distribution of the most persuasive videos to the right groups of voters involve five main steps. Here’s how it works, using our Alabama program as an example:

**1. BUILD** the panel of test participants. We run ads from a neutral brand, asking people to answer survey questions on various non-electoral issues.

**2. TREAT** the panel with video ads. We divide the panel built in Step 1 into a control group and multiple treatment groups for each ad.



**3. SURVEY** each group with a straight vote-choice question, including “undecided” and “not voting.” Once a panel is in place, the testing protocol costs less than \$50/video, plus \$50 for the control.

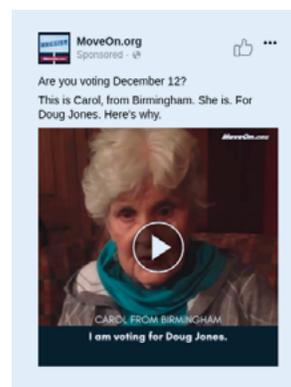
**4. MICROTARGET.** Using these survey results, we create a model of which voters are most persuaded by each video compared to the control group. The chart to the right shows the effect that one of our videos in Alabama had on each modeled quintile of voters. The vote



choice of the quintile on the left improved by more than 10 points between the control and treatment—so they are a core target audience for this video.

Meanwhile, note that the vote choice of the quintile on the right was hurt by more than 10 points—showing major backlash effects. Every single video we tested showed a substantial segment of voters experiencing backlash. This ability to detect backlash and avoid showing ads to people who will react badly to them is a huge advantage of this program.

**5. ROLL OUT.** We narrow down to the video ads that show the strongest positive effects on our modeled subsets of voters, and we exclude voters for whom there may be backlash effects. We then deliver different sets of videos to different modeled groups of voters en masse, ensuring that only the videos found to be most persuasive to a given group are delivered to that group. We’ve tested two delivery mechanisms so far: targeted Facebook ads (identical to those tested above in Step 2) and peer-to-peer SMS.



Hi {firstName}, it's {texterFirstName} volunteering with MoveOn. Have you decided who you'll vote for in the U.S. Senate Election this Tuesday, December 12? TONS of people found this video from a woman named Carol in Birmingham helped them decide:  
<https://youtu.be/S5A7eo-m9jY>