



GOTV Campaign
MAY 1ST 2021 LOCAL ELECTION,
PLANO, TX

Facebook Ads Stats & Results

Total Budget Spent: \$974.56
Total Reach: 50,099 people
Total Impressions: 78,344
Cost Per 1,000 (CPM) Impressions: \$12.44
 avg. (best campaign: \$8.39 CPM)
Link Clicks: 75

Texting Stats

042921 Campaign:
 7,938 successfully sent
 7,378 confirmed opened
043021 Campaign:
 7,841 successfully sent
 7,288 confirmed opened

Autocall Stats

042821 Campaign:
 2,949 completed
042921 Campaign:
 2,373 completed
050121 Campaign:
 2,502 completed

Runoff Budget Reconciliation

Item	Budgeted	Actual
Voter Data	\$301	\$442.08
Facebook Ads	\$4,000	\$1,474.56
Press Releases	\$450	\$225
SMS GOTV	\$2,415.48	\$2,386.66
IVR GOTV	\$1,330.09	\$1,131.73
Creative and Scripting	\$4,000	\$4,000
Email Match	\$750	\$0
TOTAL	\$6,668.39	\$9,660.03

Runoff Budget Reconciliation

Campaign	Deployed	Contacts	Opens	Clicks	Spam	Bounces	Unsubs	Open%	Click%
AmVetaHF - Append - Campaign 3	April 29, 2021 4:26pm	14,470	1,032	9	0	0	0	50.79	0.87
AmVetaHF - Append - Campaign 2	April 29, 2021 4:26pm	14,470	621	9	0	4	0	30.65	1.45
AmVetaHF - Append - Campaign 1	April 29, 2021 4:26pm	14,470	630	7	0	3	0	30.60	1.11



GOTV Campaign

JUNE 2021 RUNOFF ELECTION,
PLANO, TX

Facebook Ads Stats & Results

Total Budget Spent: \$1,775.09
Total Reach: 77,800 people
Total Impressions: 139,241
Cost Per 1,000 (CPM) Impressions: \$22.82
 avg. (best campaign: \$8.39 CPM)
Link Clicks: 151

Texting Stats

060321 Campaign:
 7,830 successfully sent
 7,405 confirmed opened
043021 Campaign:
 7,773 successfully sent
 7,316 confirmed opened

Autocall Stats

060221 Campaign:
 2,852 completed
060421 Campaign:
 2,791 completed
060521 Campaign:
 2,941 completed

Runoff Budget Reconciliation

Item	Budgeted	Actual
Voter Data	\$0	
Facebook Ads	\$1,800	
Press Releases	\$400	
SMS GOTV	\$2,386.66	\$2,150.16
IVR GOTV	\$1,131.73	\$1,263.96
Creative and Scripting	\$150	
Email Match	\$800	
TOTAL	\$6,668.39	

Runoff Budget Reconciliation

Campaign	Deployed	Contacts	Opens	Clicks	Spam	Bounces	Unsubs	Open%	Click%
AmVetaHF - Append - Campaign 6	May 28, 2021 3:32pm	14,486	1,605	8	0	22	1	12.54	0.50
AmVetaHF - Append - Campaign 5	May 28, 2021 3:32pm	14,486	778	16	0	26	0	6.28	2.06
AmVetaHF - Append - Campaign 4	May 28, 2021 3:32pm	14,486	842	9	0	66	1	5.83	1.07