

From: Alexander Nix alexander.nix@sclgroup.cc
Subject: Re: Checking In
Date: September 3, 2015 at 03:06
To: Brandon Muir bmuir@reclaimnewyork.org

AN

Dear Brandon

Thanks for the update, and indeed the well wishes.

NY DATA

My understanding is that you can purchase NY state-wide raw data for c.\$25k from a number of vendors, or you can purchase modelled data from CA for the four specific communities you wish to target for \$15k.

It is only worth purchasing the raw data if you have the capacity in-house to model it - if you do, this clearly represents the best value for money. If not, expenditure on attempting to contact targets identified through analysis of this data represents a significant financial risk.

If you do decide to purchase raw data, then CA would be pleased to discuss providing a more comprehensive data set (which combines information from multiple vendors and has been hygiened by us) for a considerably reduce price - i.e. part sale, part donation. (Assuming that we can get the appropriate legal sign-off for this).

Please understand that given our shared 'parentage', we wish only the best for you and Reclaim, but even at \$15k for modelled data, there is no profit margin in this project for CA. If in the the future you wish to increase the scope of your work, there are significant economies of scale that can be applied to reduce the unit cost of a potential target individual.

Do let me know how you would like to proceed, and Pere will be happy to work through these options with you and support the delivery of any CA services you decide to take.

ROBERT

With regards to finding a desk for Robert, if you are able to squeeze him in I would be very grateful. He is working on developing sales leads for CA Commercial and will likely be travelling a bit - but would benefit from having a base to conduct operations.

Many thanks
Alexander

Alexander Nix
Director

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| On 2 Sep 2015, at 22:07, Brandon Muir <bmuir@reclaimnewyork.org> wrote:

On 2 Sep 2015, at 22:07, Brandon Muir <bmuir@reclaimnewyork.org> wrote:

Well for starters, I hear you might have just had a baby. A huge congratulations if so!

I wanted to loop you in on the data request. Pere has been helpful in isolating the proposal to our core needs.

- We're at \$15k for the modeling on our four target localities. This will cover our remaining work this year.

This is affordable, but it doesn't take two needs into account.

- For next year though, we'd be looking at additional regions and the \$15k/region becomes cost prohibitive (we're at roughly 7-10 comparable regions in the state).
- We need to allocate a significant portion of our spend to data integration and digital outreach. The data purchase is important, but since we won't be using traditional tactics like phone and ground, I need a service that will integrate social media, web and digital ads.

We're finalizing the numbers with all companies and I wanted to share with you what I'll be sharing with Steve. Let me know of any questions or if I'm missing anything.

Lastly, I chatted with Robert yesterday. He was interested in office space and I said I'd need to connect with you before moving forward. Let me know your thoughts.

Brandon Muir

Interim Executive Director

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[@ReclaimNewYork](https://www.instagram.com/ReclaimNewYork)

From: Pere W. Brown [<mailto:pere.w.brown@sclgroup.cc>]

Sent: 2 September, 2015 10:31 AM

To: Brandon Muir <bmuir@reclaimnewyork.org>

Subject: Re: Checking In

Pere, thanks for getting back to me. A few final questions to clarify the proposal,

- Cost - \$15,000 – one time, no monthly

That is indeed a one-time cost to license the data.

- Geographic target – 4 target localities, but no additional localities, not statewide

That's correct, the data would cover Brookhaven, Huntington, Garden City and Oyster Bay. In future, if/when you're interested in going statewide, we would be happy to discuss a package of further data covering the entire state or any other specific localities you

would be interested in.

- Data – targeted groups selected by CA from registered voter file & commercial file, no access to full voter file in target localities

That's correct. CA will provide our identified targets, rather than the complete voterfile.

- Likely donors, social media engagers, event attendees, general supporters
- Records enriched with top issues (aligned to Reclaim) likelihood of engaging with messaging
- Can you estimate the number people targets will reveal out of total audience in four target localities.

The data will be provided with a briefing pack that will give actionable insights into how to use psychographic targeted messaging to solicit donations, engage on social media, and mobilize supporters to attend events.

At present I can only give a rough estimation of the number of people that would appear in the target list, but for illustrative purposes I can say that in other NorthEastern states we have found that about 50-70% voters have relevant economic issues in their top 3.

- Per record fields – unclear which per record fields included (please send example of field mapping)

Each individual record would probably include "First name, last name, address, state voter ID, unique CA database ID, issue #1, issue #2, issue #3, persuadability (high, medium, low), subissue #1, subissue #2, subissue #3, subissue #4, subissue #5, psychographic segment, channel preference (live phone, IVR, digital, mail)"

Our data transfers are specific for each client, so we can order the above fields any way you'd like. Usually we'd transfer the data as a series of PSVs, but we can discuss and facilitate any formatting you'd like. You can have a separate PSV for each psych group, or each issue segment, or any other criteria, as you prefer.

- Timeframe – one time send of recommended targets
- Ongoing data scrub/updates – no, one-time send

Both correct.

As I said, I'd be happy to discuss this further if you think that would be helpful.

Peregrine Willoughby-Brown
Senior Project Manager

UK

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From: Brandon Muir <bmuir@reclaimnewyork.org>

Sent: 01 September 2015 03:30

To: Pere W. Brown

Subject: RE: Checking In

Pere, thanks for getting back to me. A few final questions to clarify the proposal,

- Cost - \$15,000 – one time, no monthly
- Geographic target – 4 target localities, but no additional localities, not statewide
- Data – targeted groups selected by CA from registered **voter file & commercial file**, no access to full voter file in target localities
 - Likely donors, social media engagers, event attendees, general supporters
 - Records enriched with top issues (aligned to Reclaim) likelihood of engaging with messaging
 - **Can you estimate the number people targets will reveal out of total audience in four target localities.**
- Per record fields – **unclear which per record fields included** (please send example of field mapping)
- Timeframe – one time send of recommended targets
- Ongoing data scrub/updates – no, one-time send

Brandon Muir

Interim Executive Director

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From: Pere W. Brown [<mailto:pere.w.brown@sclgroup.cc>]

Sent: 26 August, 2015 6:27 PM

To: Brandon Muir <bmuir@reclaimnewyork.org>

Subject: Re: Checking In

Hi Brandon

Apologies for the delay in getting back to you. I've been travelling and was waiting to hear back from someone in our data team regarding numbers for some models we've been updating.

What we'd like to propose is similar to the original offering in terms of geographic scope, i.e. it will include the original four communities, but will include fewer models so as to make the pricing more in line with what you're interested in.

As such, CA will provide Reclaim New York with an enriched database of individuals in the four communities (Huntington, Brookhaven, Oyster Bay, and Garden City) that are modeled as having economic issues (the economy in general, government spending, taxation, budget deficits, government debt, cost of living) amongst their top three issues or sub-issues in our database. Each individual's database entry will be enriched with data on their psychographic profiles, as well as sub-issues (indicating their likely individual interests), their level of persuadability and likelihood of engaging with passively-presented messaging, and channel preferences (digital, phone, mail).

By eliminating modeling related to their election turnout likelihood and partisanship, we can reduce the pricing to 15,000 USD whilst still providing a product that will give Reclaim New York a significant advantage in engaging new supporters and disseminating your messaging. We will also prepare a psychographic briefing note for each of the segments identified based on issue and psychological analysis, with particular emphasis placed on providing guidance regarding the mobilization of potential supporters to attend events, give donations and engage via social media, in line with your stated campaign objectives. The database will include all these data points, as well as telephone and address contact information. Email enrichment can be purchased at additional cost. We are still working out the practicalities of the bulk email programme I mentioned last time we spoke, however, and I would be very interested in discussing this with you some more once we have ensured that we can proceed in a manner that will not incur the wrath of bulk email clients concerned about CANSPAM.

As previously discussed, we're very interested in building a relationship with Reclaim New York, and as such we are offering this data at a reduced price. I'm confident that this data

York, and as such we are offering this data at a reduced price. I'm confident that this data set will provide you with a real boost when you start your campaign in earnest, and I'd be happy to discuss this further if that would be helpful.

Please also find attached to this message a short briefing outlining the results of a randomized control trial commissioned following a data-led messaging campaign for another client last year. The study, commissioned by the John Bolton Super PAC, found that adoption of the viewpoints promoted by the PAC's digital and TV advertising was increased significantly amongst individuals who were targeted with messaging based on their psychographic profiles and modeled issue preference. Whilst not a direct corollary to the work of Reclaim New York, I believe that this should reinforce the efficacy of our issue modeling in relation to an issues-based advocacy campaign such as yours.

I hope that this data offering will be of interest, and I look forward to hearing from you if you have any further questions or if you would like to proceed.

All the best,

Pere

Peregrine Willoughby-Brown
Senior Project Manager

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From: Brandon Muir <bmuir@reclaimnewyork.org>

Sent: 26 August 2015 01:59

To: Pere W. Brown

Subject: Checking In

Pere, we're at the point where I have to make a decision. Please shoot me what you think is possible and we'll do the best we can. Thanks,

Brandon Muir

Interim Executive Director

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