

**Vote by Mail Registration Ad Test Report  
August 2020**

# CAMPAIGN OVERVIEW

This test, run in partnership between SEIU and Equis Labs, consisted of multivariate ads in Florida including one of two messages, with and without a messenger, and tested in both English and Spanish languages. The ads were targeted an audience of Latinx people who had not voted early or had already been mailed a ballot in Florida. We drove the audience to the [floridawill.vote](https://floridawill.vote) landing page where they filled out their contact information and were then directed to their county site to register to vote by mail.

# TOPLINE RESULTS

**6.4M**

IMPRESSIONS

**43K**

LINK CLICKS

**5,386**

LEADS

**1,377**

BALLOTS REQUESTED

**511**

BALLOTS SUBMITTED  
BY MAIL

**5,988**

COMMENTS

**0.67%**

CTR

**13%**

LEAD RATE

**26%**

BALLOT REQUEST  
RATE

**37%**

VOTE BY MAIL RATE

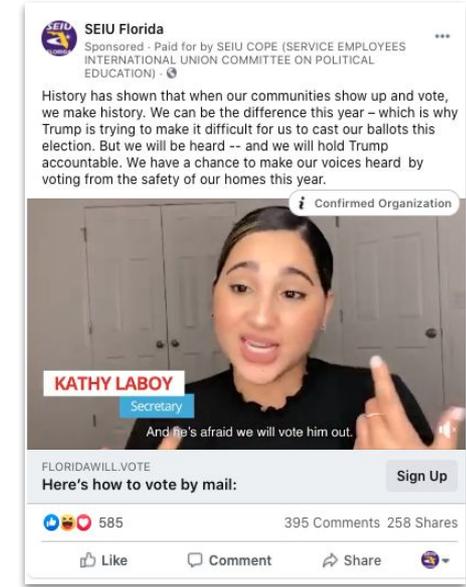
# MESSAGING & MESSENGERS

## We tested two messages:

- **Power of the Internet/Process** – With the spread of the coronavirus, voting looks different this year, but it is more critical than ever to ensure that our voices are heard. Everything we need to know about candidates, issues, and the voting process in our communities is easy to find, thanks to the internet. But most importantly, we all have the power and capability to decide who will lead us.
  
- **Trump Makes it Hard to Vote** – History has shown that when our communities show up and vote, we make history. We can be the difference this year – which is why Trump is trying to make it difficult for us to cast our ballots this election. But we will be heard -- and we will hold Trump accountable. We have a chance to make our voices heard by voting from the safety of our homes this year.



**Process Message  
No Messenger**

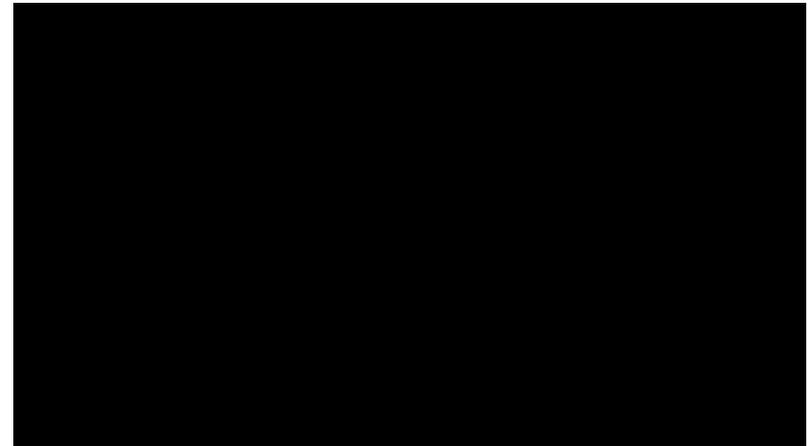


**Trump Message  
Messenger**

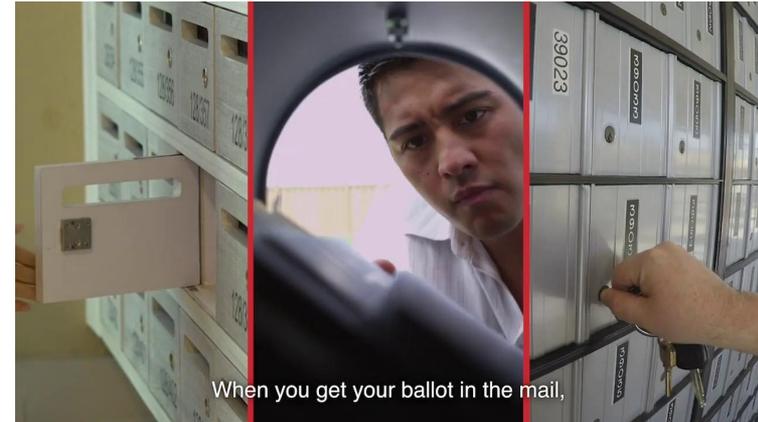
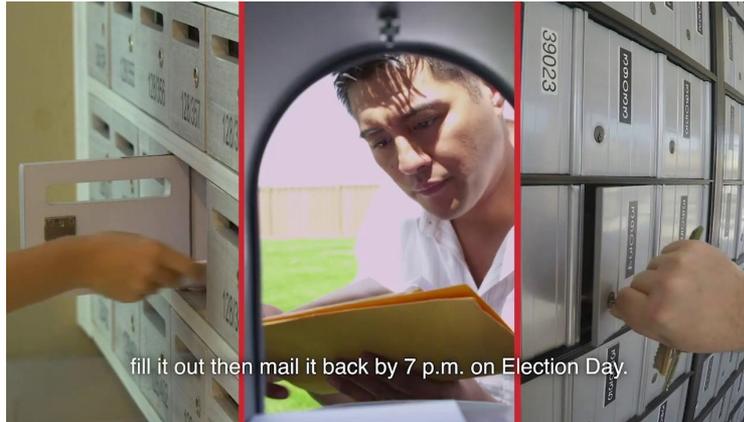
# ENGLISH CREATIVE: Power of the Internet



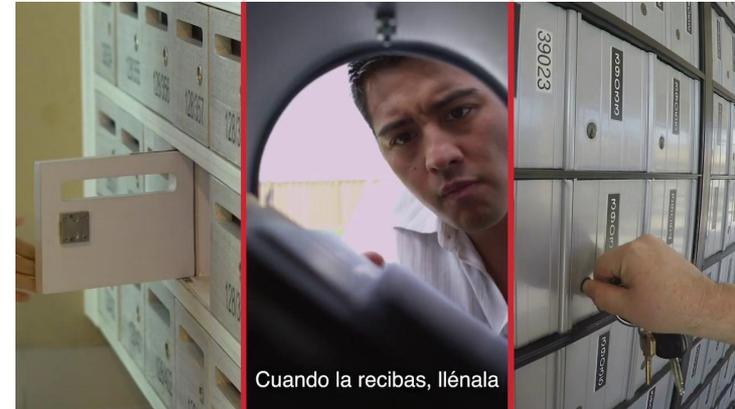
With the spread of the coronavirus



# ENGLISH CREATIVE: Trump Accountability



# SPANISH CREATIVE: Power of the Internet



# SPANISH CREATIVE: Trump Accountability



# LEAD GENERATION



# MESSAGES

Across English and Spanish speaking audiences, **Trump messaging outperformed process messaging.**

| Language / Message | Impressions      | Clicks        | CTR          | Leads         | Lead Rate     | Cost per Lead  | Comments     |
|--------------------|------------------|---------------|--------------|---------------|---------------|----------------|--------------|
| <b>English</b>     | <b>3,891,089</b> | <b>23,505</b> | <b>0.60%</b> | <b>3,124</b>  | <b>13.29%</b> | <b>\$35.50</b> | <b>2,223</b> |
| Process            | 1,475,186        | 9,584         | 0.65%        | 1,057         | 11.03%        | \$52.47        | 849          |
| Trump              | 2,415,903        | 13,921        | 0.58%        | 2,067         | 14.85%        | \$26.83        | 1,374        |
| <b>Spanish</b>     | <b>2,553,879</b> | <b>19,736</b> | <b>0.77%</b> | <b>2,633</b>  | <b>13.34%</b> | <b>\$18.05</b> | <b>3,765</b> |
| Process            | 1,107,816        | 8,612         | 0.78%        | 885           | 10.28%        | \$26.86        | 1,566        |
| Trump              | 1,446,063        | 11,124        | 0.77%        | 1,748         | 15.71%        | \$13.60        | 2,199        |
| <b>TOTAL</b>       | <b>6,444,968</b> | <b>43,241</b> | <b>0.67%</b> | <b>5,757*</b> | <b>13.31%</b> | <b>\$27.52</b> | <b>5,988</b> |

\*includes duplicate and incomplete submissions (people submitted multiple times or did not fill in the contact information correctly)

# MESSENGERS

- For English-speakers, ads featuring a messenger outperformed those without.
- For Spanish-speakers, ads without a messenger outperformed those with.

| Language / Messenger | Impressions      | Clicks        | CTR          | Leads         | Lead Rate     | Cost per Lead  | Comments     |
|----------------------|------------------|---------------|--------------|---------------|---------------|----------------|--------------|
| <b>English</b>       | <b>3,891,089</b> | <b>23,505</b> | <b>0.60%</b> | <b>3,124</b>  | <b>13.29%</b> | <b>\$35.50</b> | <b>2,223</b> |
| No Messenger         | 1,740,211        | 13,913        | 0.80%        | 1,783         | 12.82%        | \$31.10        | 1,217        |
| Messenger            | 2,150,878        | 9,592         | 0.45%        | 1,341         | 13.98%        | \$41.36        | 1,006        |
| <b>Spanish</b>       | <b>2,553,879</b> | <b>19,736</b> | <b>0.77%</b> | <b>2,633</b>  | <b>13.34%</b> | <b>\$18.05</b> | <b>3,765</b> |
| No Messenger         | 1,402,655        | 11,268        | 0.80%        | 1,767         | 15.68%        | \$13.45        | 2,321        |
| Messenger            | 1,151,224        | 8,468         | 0.74%        | 866           | 10.23%        | \$27.45        | 1,444        |
| <b>TOTAL</b>         | <b>6,444,968</b> | <b>43,241</b> | <b>0.67%</b> | <b>5,757*</b> | <b>13.31%</b> | <b>\$27.52</b> | <b>5,988</b> |

\*includes duplicate and incomplete submissions (people submitted multiple times or did not fill in the contact information correctly)

# GENDER BREAKDOWN

- Ads without messengers drove higher lead rates across genders
- Process messaging outperformed Trump messaging for Females and users who have not identified their gender
- Trump messaging drove higher lead rates among male users

| Gender         | Impressions      | Clicks        | CTR          | Leads        | Lead Rate     | Cost per Lead  |
|----------------|------------------|---------------|--------------|--------------|---------------|----------------|
| <b>Female</b>  | <b>4,382,785</b> | <b>28,284</b> | <b>0.65%</b> | <b>4020</b>  | <b>14.21%</b> | <b>\$28.12</b> |
| No Msgr        | 1,960,736        | 15,466        | 0.79%        | 2350         | 15.19%        | \$22.56        |
| Messenger      | 2,422,049        | 12,818        | 0.53%        | 1670         | 13.03%        | \$35.95        |
| <b>Male</b>    | <b>2,014,273</b> | <b>14,609</b> | <b>0.73%</b> | <b>1701</b>  | <b>11.64%</b> | <b>\$26.07</b> |
| No Msgr        | 1,159,269        | 9,509         | 0.82%        | 1178         | 12.39%        | \$21.81        |
| Messenger      | 855,004          | 5,100         | 0.60%        | 523          | 10.25%        | \$35.67        |
| <b>Unknown</b> | <b>47,910</b>    | <b>348</b>    | <b>0.73%</b> | <b>36</b>    | <b>10.34%</b> | <b>\$29.17</b> |
| No Msgr        | 22,861           | 206           | 0.90%        | 22           | 10.68%        | \$23.74        |
| Messenger      | 25,049           | 142           | 0.57%        | 14           | 9.86%         | \$37.71        |
| <b>TOTAL</b>   | <b>6,444,968</b> | <b>43,241</b> | <b>0.67%</b> | <b>5,757</b> | <b>13.31%</b> | <b>\$27.52</b> |

| Gender         | Impressions      | Clicks        | CTR          | Leads        | Lead Rate     | Cost per Lead  |
|----------------|------------------|---------------|--------------|--------------|---------------|----------------|
| <b>Female</b>  | <b>4,382,785</b> | <b>28,284</b> | <b>0.65%</b> | <b>4020</b>  | <b>14.21%</b> | <b>\$28.12</b> |
| Process        | 1,893,460        | 13,274        | 0.70%        | 1500         | 11.30%        | \$40.07        |
| Trump          | 2,489,325        | 15,010        | 0.60%        | 2520         | 16.79%        | \$21.01        |
| <b>Male</b>    | <b>2,014,273</b> | <b>14,609</b> | <b>0.73%</b> | <b>1701</b>  | <b>11.64%</b> | <b>\$26.07</b> |
| Process        | 666,357          | 4,748         | 0.71%        | 428          | 9.01%         | \$43.29        |
| Trump          | 1,347,916        | 9,861         | 0.73%        | 1273         | 12.91%        | \$20.28        |
| <b>Unknown</b> | <b>47,910</b>    | <b>348</b>    | <b>0.73%</b> | <b>36</b>    | <b>10.34%</b> | <b>\$29.17</b> |
| Process        | 23,185           | 174           | 0.75%        | 14           | 8.05%         | \$41.80        |
| Trump          | 24,725           | 174           | 0.70%        | 22           | 12.64%        | \$21.14        |
| <b>TOTAL</b>   | <b>6,444,968</b> | <b>43,241</b> | <b>0.67%</b> | <b>5,757</b> | <b>13.31%</b> | <b>\$27.52</b> |

# AGE BREAKDOWN

- Ads without a messenger outperformed for all age brackets with the exception of the 18-24 age bracket that was the only group for which ads featuring a messenger outperformed.
- Trump messaging significantly outperformed Process messaging across all ages.

| Age          | Impressions      | Clicks        | CTR          | Leads        | Lead Rate     | Cost per Lead  |
|--------------|------------------|---------------|--------------|--------------|---------------|----------------|
| <b>18-24</b> | <b>371422</b>    | <b>1524</b>   | <b>0.41%</b> | <b>146</b>   | <b>9.58%</b>  | <b>\$37.25</b> |
| No Messenger | 104211           | 466           | 0.45%        | 44           | 9.44%         | \$35.00        |
| Messenger    | 267211           | 1058          | 0.40%        | 102          | 9.64%         | \$38.22        |
| <b>25-34</b> | <b>1056139</b>   | <b>4116</b>   | <b>0.39%</b> | <b>440</b>   | <b>10.69%</b> | <b>\$38.17</b> |
| No Messenger | 384316           | 1721          | 0.45%        | 192          | 11.16%        | \$29.78        |
| Messenger    | 671823           | 2395          | 0.36%        | 248          | 10.35%        | \$44.66        |
| <b>35-44</b> | <b>1406823</b>   | <b>5997</b>   | <b>0.43%</b> | <b>929</b>   | <b>15.49%</b> | <b>\$27.78</b> |
| No Messenger | 658789           | 3292          | 0.50%        | 533          | 16.19%        | \$20.77        |
| Messenger    | 748034           | 2705          | 0.36%        | 396          | 14.64%        | \$37.20        |
| <b>45-54</b> | <b>1542558</b>   | <b>9705</b>   | <b>0.63%</b> | <b>1501</b>  | <b>15.47%</b> | <b>\$25.08</b> |
| No Messenger | 826273           | 5887          | 0.71%        | 959          | 16.29%        | \$19.68        |
| Messenger    | 716285           | 3818          | 0.53%        | 542          | 14.20%        | \$34.62        |
| <b>55-64</b> | <b>1287569</b>   | <b>11360</b>  | <b>0.88%</b> | <b>1574</b>  | <b>13.86%</b> | <b>\$25.88</b> |
| No Messenger | 719652           | 7104          | 0.99%        | 1038         | 14.61%        | \$21.54        |
| Messenger    | 567917           | 4256          | 0.75%        | 536          | 12.59%        | \$34.27        |
| <b>65+</b>   | <b>780456</b>    | <b>10539</b>  | <b>1.35%</b> | <b>1167</b>  | <b>11.07%</b> | <b>\$27.46</b> |
| No Messenger | 449625           | 6711          | 1.49%        | 784          | 11.68%        | \$25.08        |
| Messenger    | 330831           | 3828          | 1.16%        | 383          | 10.01%        | \$32.33        |
| <b>TOTAL</b> | <b>6,444,967</b> | <b>43,241</b> | <b>0.67%</b> | <b>5,757</b> | <b>13.31%</b> | <b>\$27.52</b> |

| Age          | Impressions      | Clicks        | CTR          | Leads        | Lead Rate     | Cost per Lead  |
|--------------|------------------|---------------|--------------|--------------|---------------|----------------|
| <b>18-24</b> | <b>371422</b>    | <b>1524</b>   | <b>0.41%</b> | <b>146</b>   | <b>9.58%</b>  | <b>\$37.25</b> |
| Process      | 104496           | 674           | 0.65%        | 27           | 4.01%         | \$58.81        |
| Trump        | 266926           | 850           | 0.32%        | 119          | 14.00%        | \$32.36        |
| <b>25-34</b> | <b>1056139</b>   | <b>4116</b>   | <b>0.39%</b> | <b>440</b>   | <b>10.69%</b> | <b>\$38.17</b> |
| Process      | 299678           | 1340          | 0.45%        | 59           | 4.40%         | \$90.61        |
| Trump        | 756461           | 2776          | 0.37%        | 381          | 13.72%        | \$30.05        |
| <b>35-44</b> | <b>1406823</b>   | <b>5997</b>   | <b>0.43%</b> | <b>929</b>   | <b>15.49%</b> | <b>\$27.78</b> |
| Process      | 441966           | 1556          | 0.35%        | 198          | 12.72%        | \$47.05        |
| Trump        | 964857           | 4441          | 0.46%        | 731          | 16.46%        | \$22.55        |
| <b>45-54</b> | <b>1542558</b>   | <b>9705</b>   | <b>0.63%</b> | <b>1501</b>  | <b>15.47%</b> | <b>\$25.08</b> |
| Process      | 603859           | 3161          | 0.52%        | 403          | 12.75%        | \$42.15        |
| Trump        | 938699           | 6544          | 0.70%        | 1098         | 16.78%        | \$18.81        |
| <b>55-64</b> | <b>1287569</b>   | <b>11360</b>  | <b>0.88%</b> | <b>1574</b>  | <b>13.86%</b> | <b>\$25.88</b> |
| Process      | 645253           | 5055          | 0.78%        | 627          | 12.40%        | \$37.06        |
| Trump        | 642316           | 6305          | 0.98%        | 947          | 15.02%        | \$18.47        |
| <b>65+</b>   | <b>780456</b>    | <b>10539</b>  | <b>1.35%</b> | <b>1167</b>  | <b>11.07%</b> | <b>\$27.46</b> |
| Process      | 487750           | 6410          | 1.31%        | 628          | 9.80%         | \$36.23        |
| Trump        | 292706           | 4129          | 1.41%        | 539          | 13.05%        | \$17.25        |
| <b>TOTAL</b> | <b>6,444,967</b> | <b>43,241</b> | <b>0.67%</b> | <b>5,757</b> | <b>13.31%</b> | <b>\$27.52</b> |

# GEOGRAPHY

We saw the largest % of campaign impressions and leads from the more highly populated areas of the state.

| DMA                        | Impressions      | % of total impressions | Leads        | % of total leads |
|----------------------------|------------------|------------------------|--------------|------------------|
| Ft. Myers-Naples           | 340,508          | 5.28%                  | 291          | 5.05%            |
| Gainesville                | 27,064           | 0.42%                  | 40           | 0.69%            |
| Jacksonville               | 208,394          | 3.23%                  | 255          | 4.43%            |
| Miami-Ft. Lauderdale       | 2,298,334        | 35.66%                 | 2,256        | 39.19%           |
| Mobile-Pensacola (Ft Walt) | 26,493           | 0.41%                  | 32           | 0.56%            |
| Non-DMA Region             | 6,383            | 0.10%                  | 11           | 0.19%            |
| Orlando-Daytona Bch-Melbrn | 1,786,450        | 27.72%                 | 1,128        | 19.59%           |
| Panama City                | 11,858           | 0.18%                  | 16           | 0.28%            |
| Tallahassee-Thomasville    | 21,215           | 0.33%                  | 21           | 0.36%            |
| Tampa-St. Pete (Sarasota)  | 1,264,364        | 19.62%                 | 1,321        | 22.95%           |
| West Palm Beach-Ft. Pierce | 453,903          | 7.04%                  | 386          | 6.70%            |
| <b>TOTAL</b>               | <b>6,444,966</b> |                        | <b>5,757</b> |                  |

# GEOGRAPHY

- **English ads** drove the highest lead rate in Miami-Ft. Lauderdale and Mobile-Pensacola
- **Spanish ads** drove the highest lead rate in Ft. Meyers, Gainesville, Jacksonville, Orlando-Daytona Beach, Panama City, Tallahassee-Thomasville, Tampa, and West Palm Beach
- **Process messaging** drove the highest lead rate in Mobile-Pensacola and Panama City
- **Trump messaging** drove the highest lead rate in Ft. Myers-Naples, Gainesville, Jacksonville, Miami-Ft. Lauderdale, Orlando-Daytona, Tallahassee-Thomasville, Tampa, and West Palm Beach
- **No messenger ads** drove the highest lead rate in Ft. Myers, Jacksonville, Miami, Orlando-Daytona, Panama City, Tallahassee-Thomasville, and Tampa
- **Ads featuring a messenger** drove the highest lead rate in Gainesville, Mobile-Pensacola, and West Palm Beach

# VBM REGISTRATION AND VOTING



# BALLOT REQUEST + RETURN

Of the 5,386 individuals who submitted their information on the floridawill.vote site, **26% went on to request their ballot** from the county board of elections website. Of the group that requested their ballot, **37% returned their ballot by mail to vote in the primary.**

| Language     | Unique Leads Collected | Ballots Requested | % requested | Ballots Returned | % Returned |
|--------------|------------------------|-------------------|-------------|------------------|------------|
| English      | 3116                   | 1019              | 33%         | 356              | 35%        |
| Spanish      | 2270                   | 358               | 16%         | 155              | 43%        |
| <b>TOTAL</b> | <b>5386</b>            | <b>1377</b>       | <b>26%</b>  | <b>511</b>       | <b>37%</b> |

# BALLOT REQUEST AND RETURN: MESSAGE + MESSENGER

- For both Spanish and English speaking audiences, we saw **similar ballot request rates for ads with and without messengers.**
- Content with and without messengers drove a similar return rate for our Spanish-speaking audience but we saw **a significantly greater rate of return from our English-speaking audience from content without a messenger**
- **Process and Trump messaging performed similarly with our English-speaking audience**, driving almost equal request rates, with Process messaging outperforming Trump messaging slightly for ballot return rates though Trump messaging saw a greater quantity of ballots returned
- **Process messaging slightly outperformed Trump messaging with our Spanish-speaking audience** driving a higher ballot request and return rate

| Language / Messenger | Unique Leads Collected | Ballots Requested | % requested | Ballots Returned | % Returned |
|----------------------|------------------------|-------------------|-------------|------------------|------------|
| <b>English</b>       | <b>3116</b>            | <b>1019</b>       | <b>33%</b>  | <b>356</b>       | <b>35%</b> |
| No Messenger         | 1687                   | 544               | 32%         | 218              | 40%        |
| Messenger            | 1429                   | 475               | 33%         | 138              | 29%        |
| <b>Spanish</b>       | <b>2270</b>            | <b>358</b>        | <b>16%</b>  | <b>155</b>       | <b>43%</b> |
| No Messenger         | 1475                   | 217               | 15%         | 92               | 42%        |
| Messenger            | 795                    | 141               | 18%         | 63               | 45%        |
| <b>TOTAL</b>         | <b>5386</b>            | <b>1377</b>       | <b>26%</b>  | <b>511</b>       | <b>37%</b> |

| Language / Message | Unique Leads Collected | Ballots Requested | % requested | Ballots Returned | % Returned |
|--------------------|------------------------|-------------------|-------------|------------------|------------|
| <b>English</b>     | <b>3116</b>            | <b>1019</b>       | <b>33%</b>  | <b>356</b>       | <b>35%</b> |
| Process            | 953                    | 309               | 32%         | 113              | 37%        |
| Trump              | 2163                   | 710               | 33%         | 243              | 34%        |
| <b>Spanish</b>     | <b>2270</b>            | <b>358</b>        | <b>16%</b>  | <b>155</b>       | <b>43%</b> |
| Process            | 720                    | 132               | 18%         | 58               | 44%        |
| Trump              | 1550                   | 226               | 15%         | 97               | 43%        |
| <b>TOTAL</b>       | <b>5386</b>            | <b>1377</b>       | <b>26%</b>  | <b>511</b>       | <b>37%</b> |

# BALLOT REQUEST AND RETURN: AGE AND GENDER

- Men and women requested ballots at about the same rate but Men returned their ballots at a higher rate.
- While people within the 18-24 age bracket requested their ballots at the highest rate, the 55-64 group drove the largest volume of ballots requested.
- People 65+ drove the highest rate of returned ballots as well as the largest volume.

| Gender    | Unique Leads Collected | Ballots Requested | % requested | Ballots Returned | % Returned |
|-----------|------------------------|-------------------|-------------|------------------|------------|
| Female    | 1708                   | 949               | 56%         | 329              | 35%        |
| Male      | 799                    | 428               | 54%         | 182              | 43%        |
| Undefined | 2879                   | --                | --          | --               | --         |

| Age   | Unique Leads Collected | Ballots Requested | % requested | Ballots Returned | % Returned |
|-------|------------------------|-------------------|-------------|------------------|------------|
| 18-24 | 146                    | 74                | 51%         | 17               | 23%        |
| 25-34 | 440                    | 182               | 41%         | 20               | 11%        |
| 35-44 | 929                    | 343               | 37%         | 49               | 14%        |
| 45-54 | 1501                   | 322               | 21%         | 114              | 35%        |
| 55-64 | 1574                   | 369               | 23%         | 144              | 39%        |
| 65+   | 1167                   | 312               | 27%         | 167              | 54%        |

# COMMENT ANALYSIS



# COMMENT ANALYTICS METHODOLOGY

## Data collection and clean up

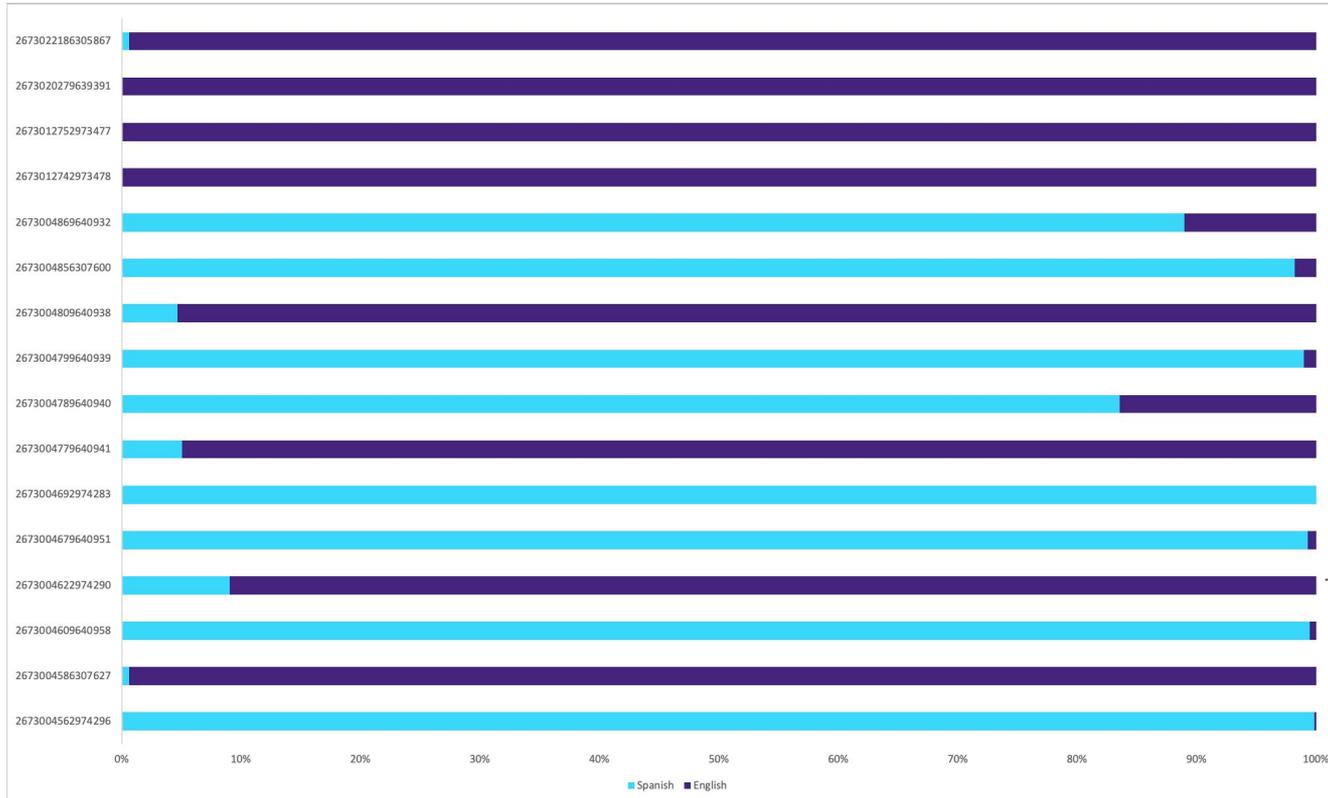
- In order to understand the nature of the comments on our ads, SEIU manually categorized each comment on a Positive-Neutral-Negative Scale.
- Focus was to classify sentiment based on response to ad message.
- ~2400 comments were analyzed.
- All comments were copied and pasted from facebook into a spreadsheet.
- The data collection process ended weeks ago; the comment counts you may see in screenshots will not reflect the current count.
- All English comments were coded by a single member of the SEIU Team
- All Spanish comments were coded by a single member of the Precision Strategies team
- Comments were coded for sentiment, count of reactions, the post they appeared on, and language.

## Analysis and Reporting

- The database was first pivoted to learn cross post insights.
- An index of posts, categorized by language, was created for the Appendix of this deck.
- Term frequency analysis identifies the top keywords used, per language.
- Topic cluster analysis groups conversation into themes based on language similarity.

# LANGUAGE OF COMMENT, BY POST

As expected, Spanish language posts attracted the most spanish comments, but both languages appeared to some degree on each post.



Some English posts only attracted English comments.

Spanish language posts sometimes attracted both English and Spanish.

Spanish *process message* post had the most English commentary of all Spanish Posts

English *process message* post had the most Spanish commentary of all English posts

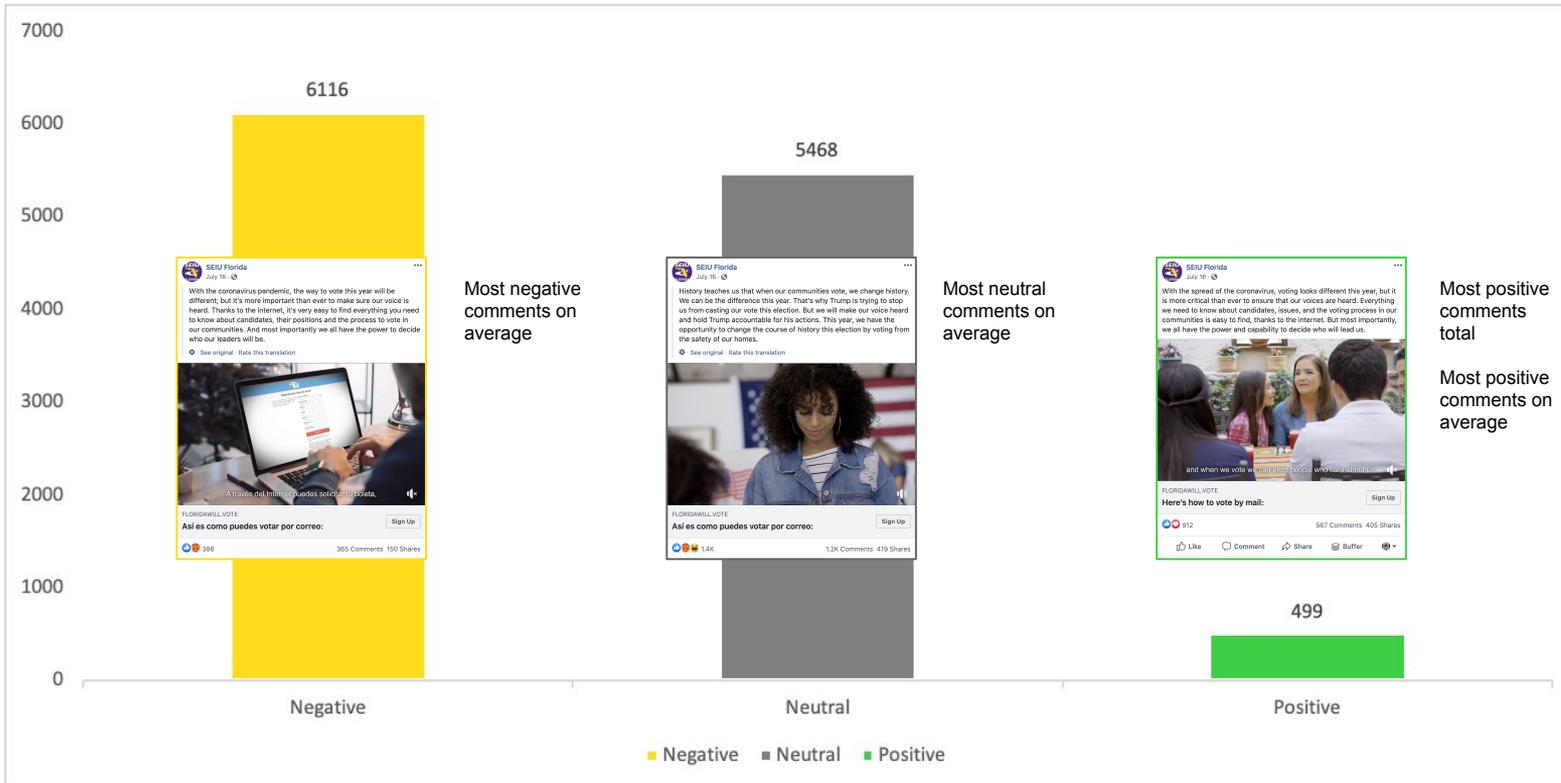
There was very little identifiable Spanglish.





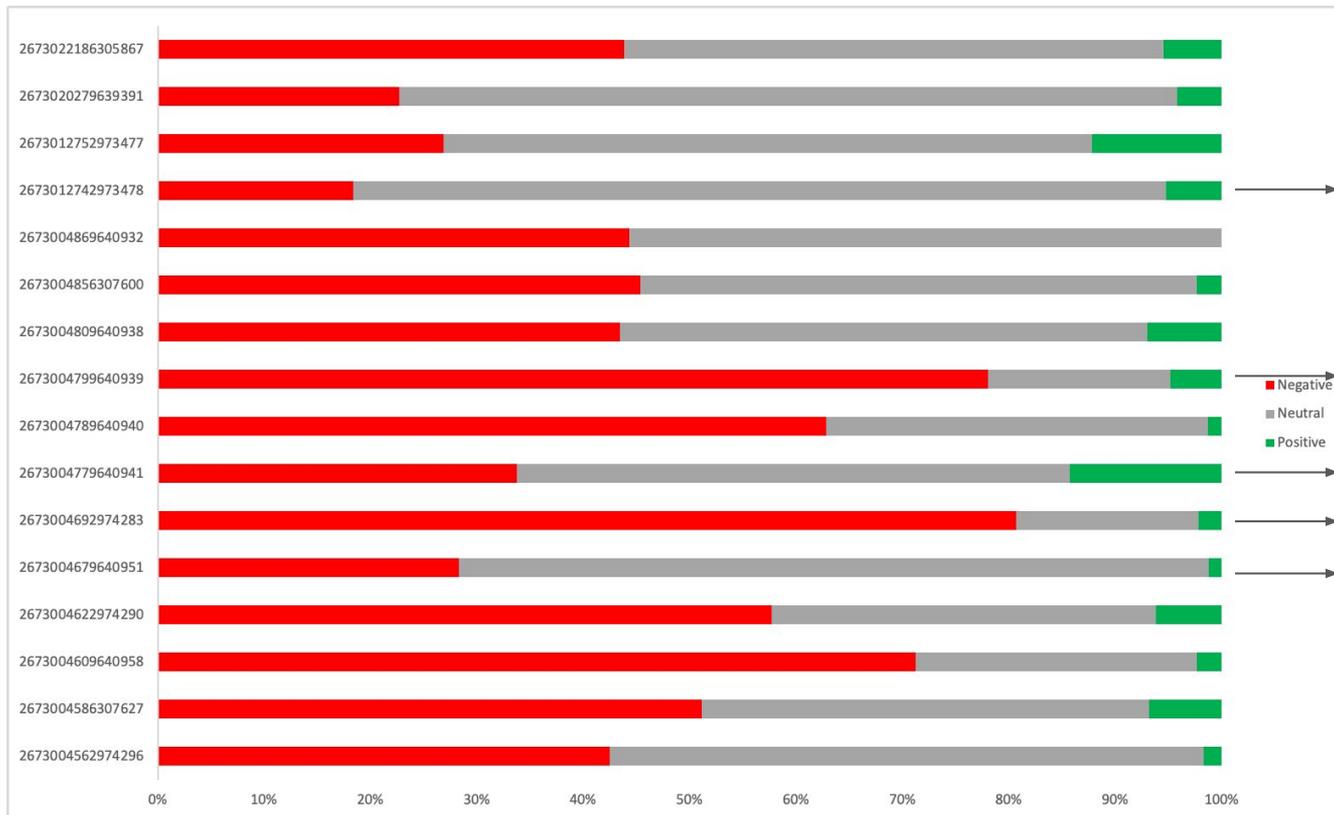
# # REACTIONS BY SENTIMENT

Overall, the comments on these posts were negative, either attacking democrats, attacking republicans, or attacking voting by mail as fraud.



# SENTIMENT, BY POST

Comments were generally negative to neutral across all posts, but there is significant variation.



Most reacted **positive** comment: *This is a great option for vulnerable populations and the elderly. I however will be doing early voting at my nearest polling site. Blue all the way!!*

Most negative # of comments

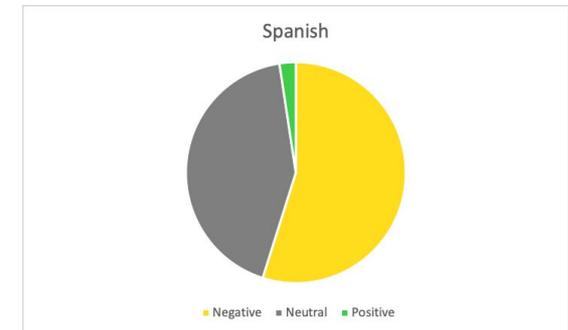
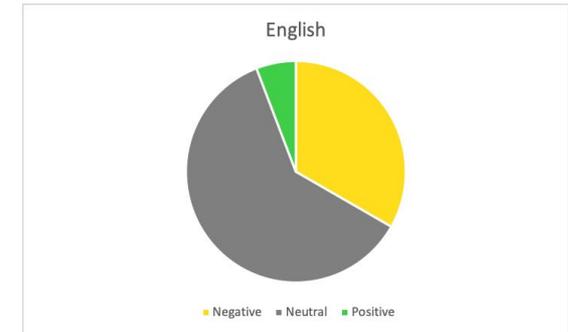
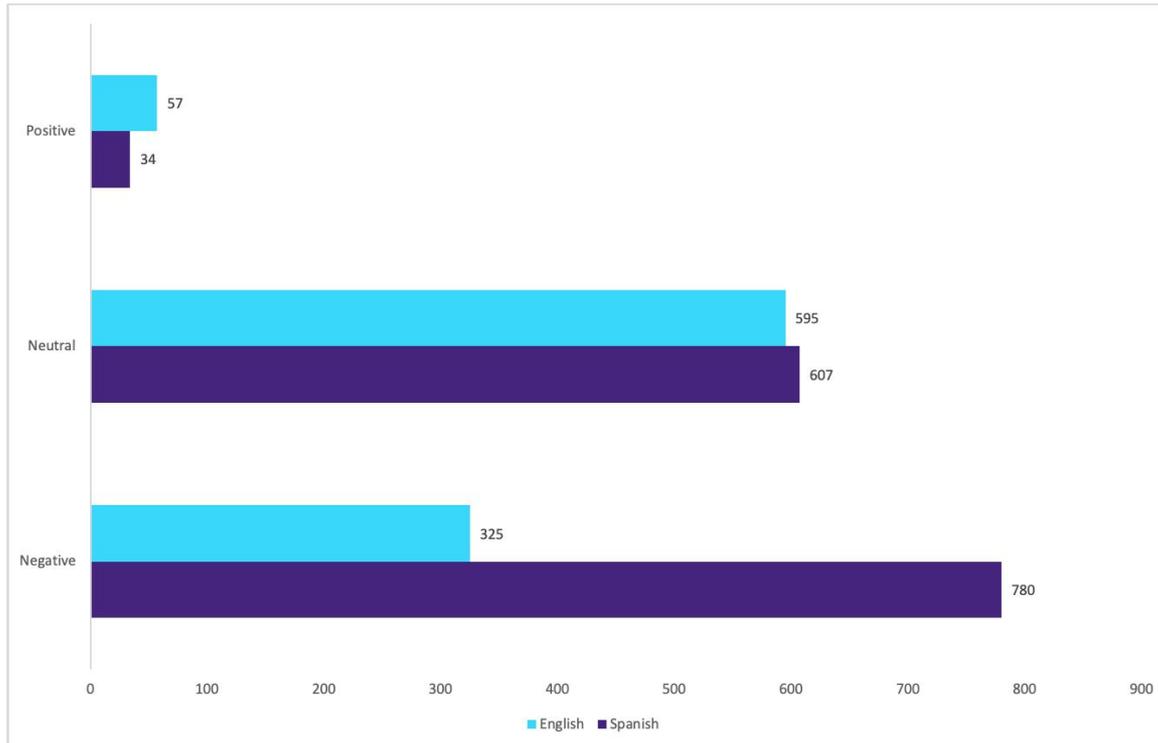
Most positive on average

Most negative on average

Most reacted **negative** comment: *Que estupides lo que dicen , ni locos deben votar por correo . Mas bien es lo contrario, Ese voto no es seguro , se presta para fraudes.*

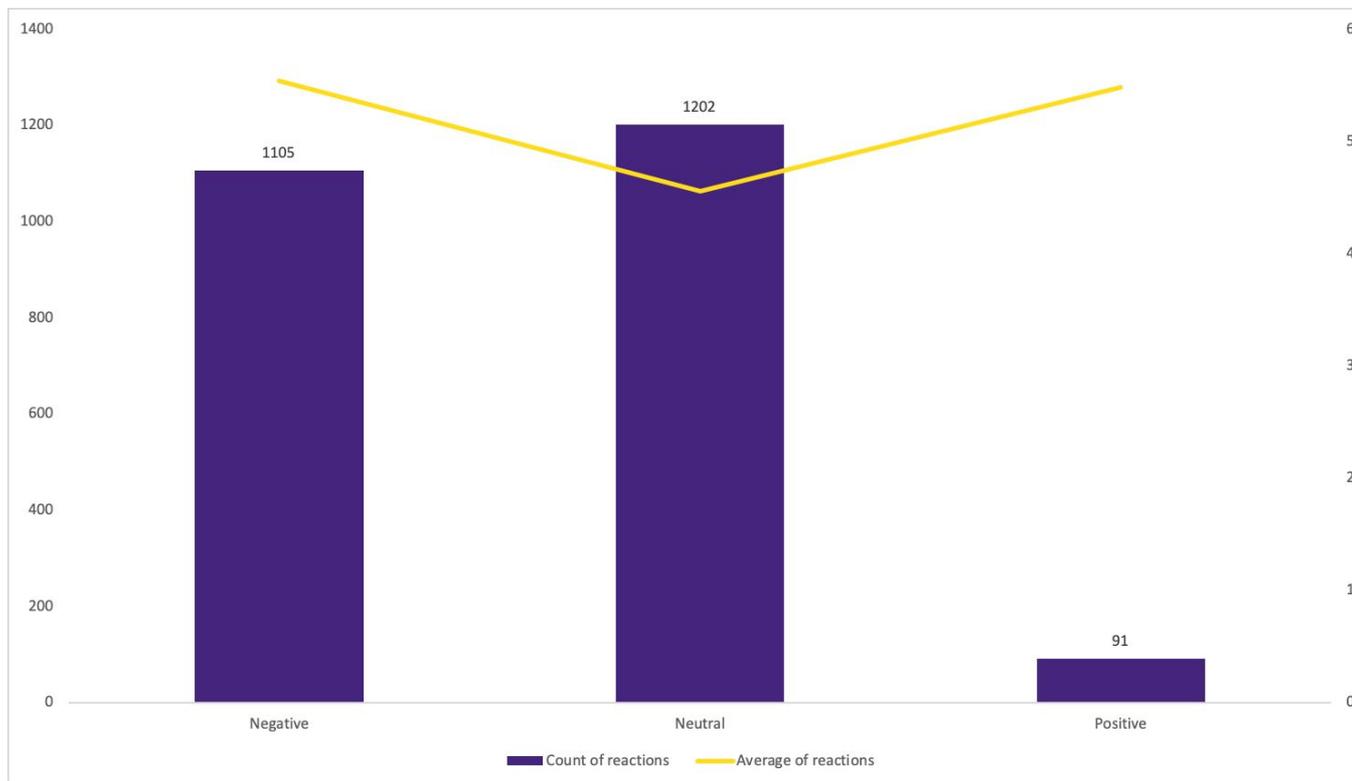
# # COMMENTS, BY LANGUAGE + SENTIMENT

More negative comments were found in Spanish, and more positive comments were found in English. Below, this is visualized in two ways, the bar showing total count of comments and the pie charts showing relative sentiment for each language.



# # COMMENTS + AVE REACTIONS, BY SENTIMENT

Polarizing posts (positive or negative) received more reactions on average than neutral, informational posts.



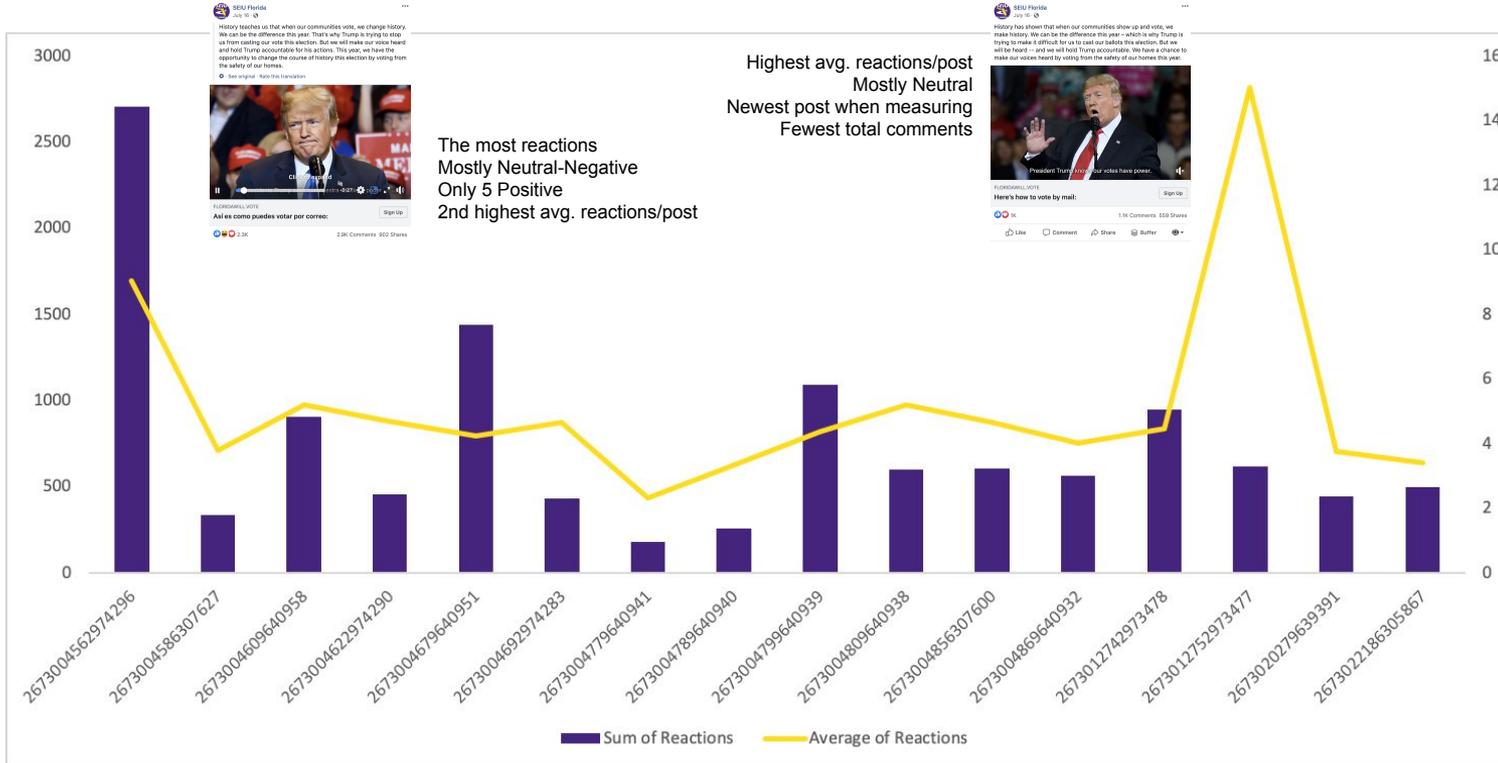
**Neutral comment with the most reactions was the most reacted-to comment overall:**

“Trump es el único presidente en estos tiempos que a defendido el evangelio. Si cres en Dios y tienes razon de pensar vota Trump”.

*Trump is the only president these days who has defended the gospel. If you believe in God and have reason to think vote Trump*

# TOTAL AND AVERAGE REACTIONS, BY POST

There was no consistency or correlation between the number of reactions to comments per post and the average reactions each comment received, indicating a diverse response to these ads.



# INSIGHTS AND RECOMMENDATIONS



# INSIGHTS AND RECOMMENDATIONS

- **Continue targeting audience with similar parameters** – 26% of leads collected were from people registered as Democrats, 6% are Republicans, 13% No Party, and 56% were not identified because they did not request a ballot. We were able to reach an audience more likely to vote favorably for our preferred candidates.
- **Expand message testing** – The messages we ran with this campaign did not drive significantly different results for ballot requests and returns. Trump messaging drove more efficient leads and we recommend considering Biden Harris-forward message testing in addition to Trump-focused messaging.
- **Combat misinformation** – Many of the negative comments on these ads focused on voting by mail as unsafe and fraudulent. These tropes reinforced by the Trump administration will need combating and we recommend running messaging that specifically speaks to the safety and security of voting by mail.
- **Continue with Facebook advertising for older audiences** – The campaign effectively drove lead generation, ballot requests, and ballot returns for audiences 45+ and we recommend continuing to target this audience on Facebook.
- **Test static creative** – Especially for younger audiences, we recommend running static creatives with Trump messaging to drive leads and ballot requests. This will likely drive lower cost leads and potentially more efficient ballot request and return rates.
- **Simplify user journey** – The drop-off between lead generation and ballot requests indicates users were not driven to continue to the second and important step of requesting their ballot on the county sites. Users potentially believed they didn't need to fill out their information on both sites or didn't want to fill in their information multiple times. Limiting the number of steps between clicking on an ad and registering for a ballot will likely improve the rates of request.

**FULL TABLES LINKED HERE**

**THANK YOU**



# APPENDIX OF ADS





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With the spread of the coronavirus, voting looks different this year, but it is more critical than ever to ensure that our voices are heard. Everything we need to know about candidates, issues, and the voting process in our communities is easy to find, thanks to the internet. But most importantly, we all have the power and capability to decide who will lead us.



and when we vote we can elect people who care about us.

FLORIDAWILL.VOTE

Here's how to vote by mail:

Sign Up



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**Mail it back  
by 7 p.m.  
on Election Day**



and mail it back by 7 p.m. on Election Day, August 18.



[FLORIDAWILL.VOTE](https://FLORIDAWILL.VOTE)

**Register to vote by mail:**

[Sign Up](#)

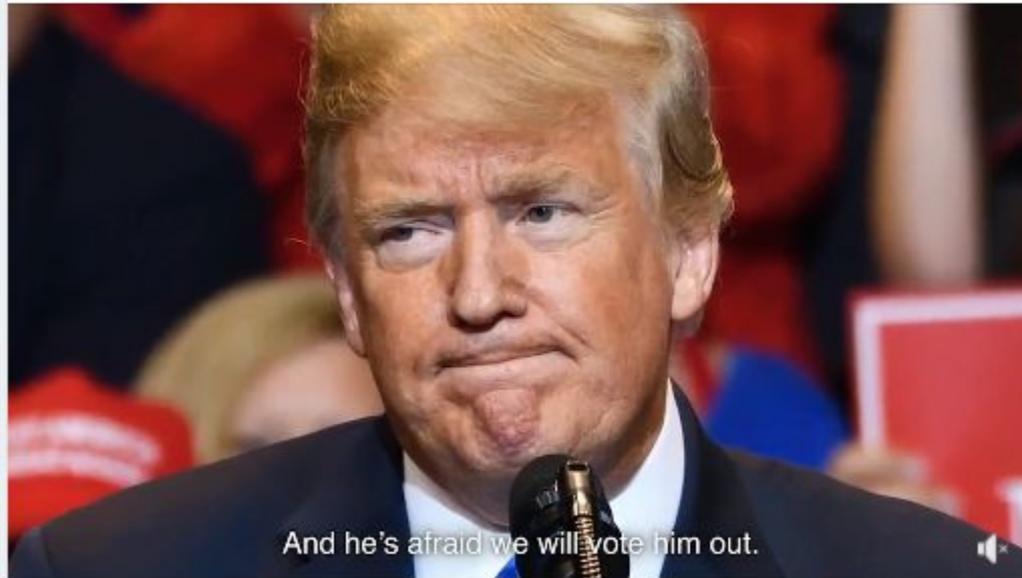


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History has shown that when our communities show up and vote, we make history. We can be the difference this year – which is why Trump is trying to make it difficult for us to cast our ballots this election. But we will be heard – and we will hold Trump accountable. We have a chance to make our voices heard by voting from the safety of our homes this year.



FLORIDAWILL.VOTE

**Here's how to vote by mail:**

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Con la pandemia del coronavirus, la forma de votar este año será diferente; pero es más importante que nunca asegurarnos de que se escuche nuestra voz. Gracias al internet, es muy fácil encontrar todo lo que necesitas saber sobre los candidatos, sus posturas y el proceso para votar en nuestras comunidades. Y lo más importante es que todos tenemos el poder de decidir quiénes serán nuestros líderes.

With the coronavirus pandemic, the way to vote this year will be different; but it's more important than ever to make sure our voice is heard. Thanks to the internet, it's very easy to find everything you need to know about candidates, their positions and the process to vote in our communities. And most importantly we all have the power to decide who our leaders will be.

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# Hazte contar



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Así es como puedes votar por correo:

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...

Con la pandemia del coronavirus, la forma de votar este año será diferente; pero es más importante que nunca asegurarnos de que se escuche nuestra voz. Gracias al internet, es muy fácil encontrar todo lo que necesitas saber sobre los candidatos, sus posturas y el proceso para votar en nuestras comunidades. Y lo más importante es que todos tenemos el poder de decidir quiénes serán nuestros líderes.

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Por el coronavirus.

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Así es como puedes votar por correo:

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## Spanish - Trump Message - No Messenger: Ad 2673004856307600



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La historia nos enseña que cuando nuestras comunidades votan, cambiamos la historia. Nosotros podemos ser la diferencia este año. Por eso, Trump está intentando impedirnos emitir nuestro voto estas elecciones. Pero haremos oír nuestra voz y haremos a Trump responsable de sus actos. Este año, tenemos la oportunidad de cambiar el rumbo de la historia estas elecciones votando desde la seguridad de nuestros hogares.

History teaches us that when our communities vote, we change history. We can be the difference this year. That's why Trump is trying to stop us from casting our vote this election. But we will make our voice heard and hold Trump accountable for his actions. This year, we have the opportunity to change the course of history this election by voting from the safety of our homes.

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millones de nosotros vamos a votar por correo.

FLORIDAWILL.VOTE

Así es como puedes votar por correo:

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## Spanish - Trump Message - Messenger: Ad 2673004679640951

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**KATHY LABOY**  
Secretaria

El presidente Trump sabe que nuestra voz tiene poder.

FLORIDAWILL.VOTE

Así es como puedes votar por correo: [Sign Up](#)