



# MAGNIFY AI TARGETING

Take the guesswork out of  
identifying your target audience



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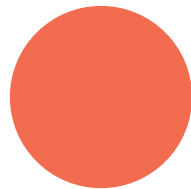
**WHEN WE TOOK  
CHANGE'S MODEL OUT IN  
THE FIELD, IT WAS  
BETTER THAN ANYTHING  
ELSE I'VE EVER SEEN IN A  
PERSUASION CAMPAIGN.**

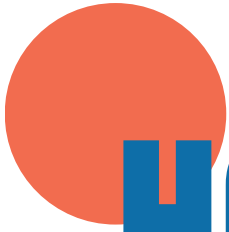
*Mark Chonofsky, Data Director  
Franken for Iowa*

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# MAGNIFY AI TARGETING

**Magnify AI Targeting** allows you to find the exact right voters that you need to reach—allowing you to maximize your resources and find the votes you need to win. Unlike anyone else, we offer this capability with as few as 500 survey respondents, finally making it possible to produce custom models and target scores at the local level and for a fraction of the typical price.





# HOW IT WORKS

**Magnify AI Targeting allows you to translate the strategic insight of a poll directly into action.** We use your survey results to determine who supports you, who you need to persuade, or which message resonates with who. Once this target audience is identified, CR matches respondents to the voter file and trains custom models that predict how each registered voter in your geography would answer if they were asked the question.

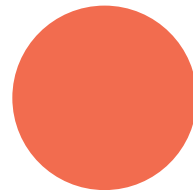
Instead of hoping you can find who your poll told you would be most receptive to your messages, **you can be sure your canvassers are talking to exactly the right people and your ads are reaching your target audience, saving you time and money.**

Once the model is trained and scores are produced, your data **can be ingested into VAN, Phoenix, digital ad platforms, or other systems.**

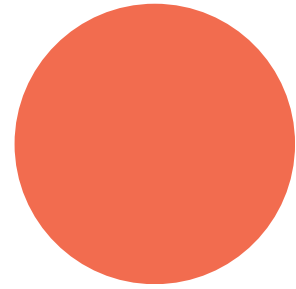
# USE CASES

Models are trained using data from your own survey, and are therefore **tailored to your exact use case**. Some of the most common use cases for AI targeting include:

1. Identifying and targeting **persuadable voters** to create persuasion universes.
2. Identifying and targeting voters who will find specific **messages** most convincing for ads.
3. Modeling **candidate, issue, or ballot measure support** to optimize GOTV.
4. **Identifying cross-pressured voters** who hold different opinions than opposing candidates on key issues for targeted persuasion.



# HOW WE'RE DIFFERENT



Custom modeling and targeting have long been essential tools that campaigns use to maximize each hour and every dollar—but **before Magnify AI Targeting, they were only available to campaigns in big districts and to organizations with big budgets.**

Most campaigns have access to some off-the-shelf models, such as support for a generic Democratic candidate, available through state voter files. But those **generic models are disconnected from the nuances of your specific issue or race.** This leaves a lot up to chance - is this audience matching up with the voters your poll found are most open to your messaging? Can the generic score identify voters who are open to your candidate, but not just any Democrat?

**Magnify AI Targeting allows you to avoid these pitfalls, by putting custom models in the hands of smaller campaigns.** It is built on new state-of-the-art AI techniques that allow us to find patterns in our dataset, which contains more than 250 million survey data points. We use the foundations found in this large data set to train our models on smaller surveys while preserving accuracy. **In fact, our models trained with these new techniques on samples of 500 respondents outperform standard models trained on 1,500 respondents.**

# MODELING CASE STUDY

Throughout 2022, Change Research supported Admiral Mike Franken's campaign to unseat Iowa's US Senator Chuck Grassley. As part of our research program, Change Research used a combination of different questions on our polls to identify general election voters in the "moveable middle."

We then created a machine learning model to score how likely each voter in Iowa would be to fall into that moveable middle. The Franken campaign used these scores to target their canvassing and advertising campaigns across all 99 counties in Iowa.

This moveable middle model outperformed other standard methods of identifying persuadable voters, such as targeting voters with Democratic support scores near 50% or using persuadability models from other data providers, leading to more effective persuasion conversations and fewer abusive responses directed at volunteers.

*"It just tied so nicely into polling. The model gave me a lot of motivation and let me turn the insights from the poll into a field program. That was really exciting and I hadn't had that opportunity before."*

*- Claire Feinberg, Organizing Director*



Franken for Iowa