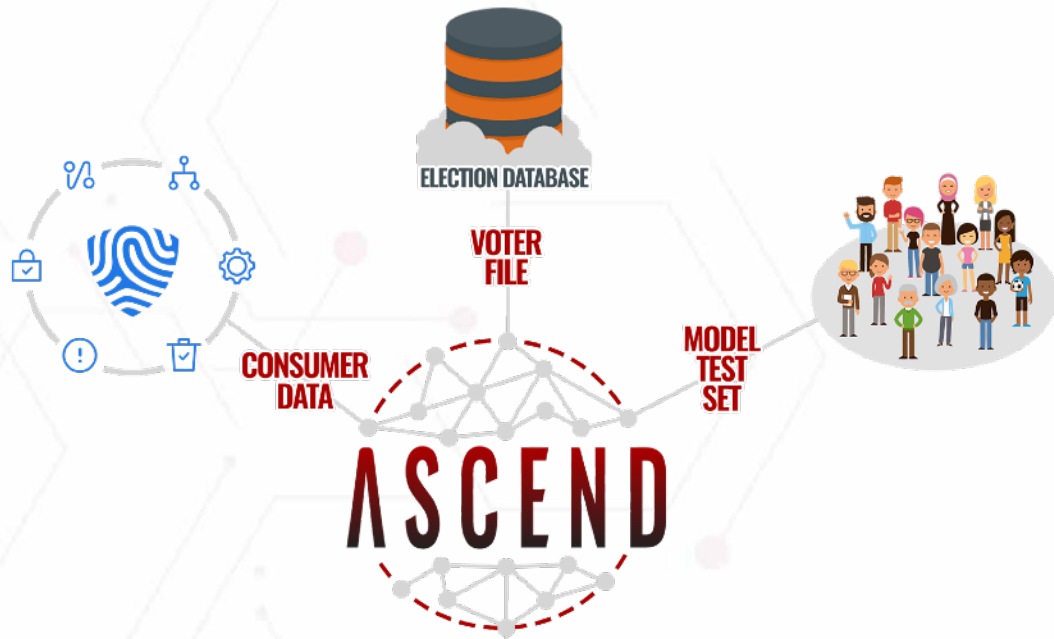


MODELING – THE ASCEND PROCESS



Using binomial and multinomial logistic regression, we calculate a custom predictive score for every voter in your district scaling from 1 to 100 - 1 being least likely to support a candidate and 100 being most likely. Unlike most vendors who use generic ideological parameters, we create a fully customize modeling set that's specific to you and the candidates in your race.

Absentee models are scored using time series forecasting, the same machine learning technique used by global hedge funds to predict stock trends. We developed these models to predict not only who will vote absentee, but when. Most states publish absentee ballot returns long before election day (usually on a weekly or even daily basis.) Our team uses this historical data to predict exactly when a voter is likely to mail in their ballot. This gives our campaigns the ability to prioritize who to target first.

TURNOUT MODEL

Our turnout models lean heavily on historical election data and survey responses from our test set to gauge the voting propensity of each voter in the district. The Ascend team will decide the recommended cutoff score for likely voters on a 1 to 100 scale. We primarily use binomial logistic regression to determine which voters fall into our likely turnout universe. The turnout model will be the foundation of voter targeting.

ISSUE MODELS

Our issue models are developed using regression logit and gradient boosting techniques to determine which political issues drive voters to the polls. We develop several precise issue models using the top messages from the campaign's benchmark poll. Voter scores for each model will be used for pinpoint targeting throughout the campaign. Not only will you be able to target the voters who are most likely to support your candidate, but you'll be able to reach them with the exact message needed to move them.

CANDIDATE MODELS

ABSENTEE TIME SERIES MODEL

POLLING & RESEARCH

GROUND GAME

DIGITAL ADVERTISING

DIRECT MAIL

TV & MEDIA BUYING

FUNDRAISING