reliable, flexible and compliant voter engagement

challenges

Deliver text and multimedia messages to the right constituents at the right time.

Support myriad numbering options and mobile service provider requirements.

solution

A cloud communications platform that enables fast and reliable message delivery to more than 200 U.S. mobile networks. requirements.

results

Informed, motivated voters.

Mobile numbers matched to over 90% of the people their clients wish to reach.

Fast and simplified message campaign launch.

Mobile devices are crucial to political campaigns thanks to their widespread use and ability to support timely reach to voters and constituents through a personal communications channel that drives meaningful engagement.

In fact, text messaging has been one of the most successful ways for candidates, parties and other political organizations to inform and influence voters, raise money and drive participation at rallies and at the polls.

When political parties, advocacy groups and other political organizations in the U.S. want to rely on the power of texting to engage with voters, they use the suite of campaign tools and services from Link2Tek. To deliver messages to mobile subscribers, Link2Tek turned to the TruReach Deliver Aerialink cloud communications platform and team of industry experts for fast and reliable message delivery.

Under a 2016 Federal Communications Commission (FCC) ruling, **calls made by or on behalf of the federal government in the conduct of official government business** are exempt from the Telecommunications and Consumer Protection Act (TCPA).

Also known as short message service (SMS), the effectiveness of text messaging is quite clear.

98% Open rate versus 20% for email.

Isn't ignored like phone calls.

57% U.S. households that have dropped their landline phone and gone completely mobile.

Provides direct engagement.

Reaches people in ways that traditional advertising can't.

"There are a number of complexities in the messaging ecosystem such as acceptable use of different route options, managing opt-outs, interoperability and the need for high throughput and delivery for mass communications. This can be a tall order to implement and having an experienced delivery partner really influences the responsiveness of an initiative."

Juliana Lam
Link2Tek CEO

Informed, Motivated Voters

Link2Tek is able to provide its clients with capabilities that maximize voter engagement. Mobile communications efforts, including text message outreach, played a significant role in contributing to results

results

Young Voters Early Vote Program

Increased participation and overall turnout of the population segment ages 18-35.

Turned out 73% of targeted young voters.

Won elections for all four candidates elected to city council.

73%

African American Outreach & Primary (GOTV)

Generated outreach and community awareness of the primary election among African-American voters in a Florida State Senate District with the target issues being education.

Won the primary election.

won

Low-Efficacy Latino Outreach and GOTV

Aligned registrants and low-efficacy Latino voters with the party. Drove GOTV — efforts and activated 72K+ early votes and 23,880 election day voters for the general election (83% turnout among targeted voters)
Generated 78K+ opt-ins for sending personalized, SMS polling information.

83%

League Of Conservation Voters Proposition

Targeted environmentalists with a higher propensity to vote.

Generated highest level of referendum voter support (72.4%).

Drove GOTV efforts and activated targeted voters for the General Election.

72%

Messaging is More Complex than It Appears

Although SMS and multimedia messaging service (MMS) might appear as straightforward as email, they're actually highly complex in terms of network protocols, regulatory requirements, implementation options and more.

challenges

To use messaging effectively and correctly, political organizations would have to master nuances and complexities such as:

Route Types

Routing plays a key role in ensuring message delivery to mobile service providers and their subscribers.

Numbering Options

There are different choices for texting, including toll-free, local landlines, VoIP and short codes, which can be used to so that voters and supporters don't have to pay for the texts they receive or send.

Approvals

Each mobile service provider has a unique approval processes that can take 4-10 weeks to complete.

Application-to-Person (A2P) messaging

Ideal for pushing information such as a new policy initiative to hundreds, thousands or millions of people at once.

Requirements

Each mobile service provider has unique connection protocols, character-encoding requirements, message concatenation and complex delivery receipt status and error coding.

Conversational messaging

Enables constituents to text questions and raise issues that are important to them.

Spam Filters

Each mobile service provider has unique anti-spam filtering solutions that protect subscribers from receiving unwanted messages but can cause legitimate messages to be unintentionally blocked.

Compliance

Ensuring that messages aren't inadvertently delivered to mobile users who have opted out.

Enable Performance, Flexibility and Engagement

In 2013, Link2Tek began working with Aerialink, now part of iconectiv, to add the technologies and services necessary to meet it's customer's unique requirements and strategic objectives.

The cloud-based platform simplifies how an organization consumes and deploys messaging by using a powerful set of tools and services.

solution

easy to use

Application Programming Interface (APIs) that simplify how developers interface messaging components with their existing architecture.

Number provisioning APIs, including text-enabling existing toll-free and standard landline telephone numbers, as well as the leasing of text-only numbers.

engaging

Impactful picture messaging using MMS is uniquely supported on the platform across all number types.

Automated, interactive "opt-out" mechanisms comply with the FCC's TCPA.

Mass communications delivery, as well as direct one-on-one conversational engagement, utilizing high-quality routes to more than 200 U.S. networks.

secure

Enterprise-grade security covering key elements such as:

API authentication credentials

Whitelisted IP server addresses

The use of SSL/TLS over HTTPS to ensure a secure and private connection between your application server and our network.

These controls work to mitigate malicious attacks and misuse by impersonators who may attempt to access resources under your identity.