



## Situation Profile

ID\_Media (IDM), based in Sacramento, Ca, is founded on the belief that the Internet fundamentally changes the political process. IDM uses the Internet to provide a channel for campaigns and organizations to communicate to voters through blogs, discussion groups and email communications.

ID\_Media needs to inform constituents of potential tax legislation and wants to understand the support and likely behavior such legislation might cause. This email campaign encompassed nearly 3 Million emails sent to the effected constituents over a one month period. IDM's client for this campaign wanted to know the sentiment of the particular voters effected by this issue.

IDM's CEO, Bryan Merica, turned to BMMsoft because he wanted an analytic engine , but he also realized that merely analyzing the discrete data, or putting data into categories, did not uncover the nuance and context of the emails for his client. With DataFusion's advanced analytic capabilities, the team was able to provide not only the context of email messages but also cross-correlate the responses from registered voters with the specific demographics.

## Challenge

Traditional political based email campaigns run by ID\_Media were often pushed messaging to a large number of recipients but the team found that the filtering of responses and the categorization of emails was sub-par. Because of this, many times the email campaigns did not ask for responses, but merely pushed information out to the email list. Also, since the company's reputation is based on its responsiveness to email recipients, ID\_Media was looking for a way to determine which recipients wanted to be removed from the mailing list. ID\_Media was excited that the DataFusion functionality allowed numerous ways to categorize recipients for removal from the mailing list via contextual search of responses instead of an utilizing an unsubscribe button.

But of utmost importance to the team was the ability to access the specific language of respondents so that the team could tailor future messaging according to the concerns of those both For and Against the legislation or candidate.

Over the long term, the ID\_Media team will continue to accumulate the voice of the voter not only for this specific legislation but for future campaigns as well.

## Benefits

ID\_Media Communications leveraged BMMsoft's DataFusion product to correlate email responses to the detailed demographics of the voter.

DataFusion was able to do the following:

- capture, index and store all email responses in real time
- automatic categorization of emails based on specific words or phrases
- access to the language and voice of the constituency by searching emails
- correlate the demographic information with the opinions of respondent
- avoided blacklisting by removing unhappy users from the mailing list

In this situation, IDM was able to more quickly respond to their customers about the voters' opinions to proposed legislation and provide detailed information about the support or opposition according to both location and other demographics characteristics of the voter.

Bryan Merica, CEO of IDM said "DataFusion was the 'fusing together' of the specific demographic information of a constituency and their email responses so we could provide the trends in voter acceptance."

## For More Information

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