ABSTRACT

In 2012, the Obama campaign used advanced analytics to target voters, especially in social media channels. Millions of voters were scored on models each night to predict their voting patterns. These models were used as the driver for all campaign decisions, including TV ads, budgeting, canvassing, and digital strategies. This presentation covers how the Obama campaign strategies worked, what's in store for analytics in future elections, and how these strategies can be applied in the business world.

CONTENT

Presentation is not based on a paper.

CONTACT INFORMATION

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