

Paper 3339-2015

## Using Analytics To Help Win The Presidential Election

Peter Tanner

### 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

Your comments and questions are valued and encouraged. Contact the author at:

Peter Tanner

[prtanner@gmail.com](mailto:prtanner@gmail.com)

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration.

Other brand and product names are trademarks of their respective companies.