

Democratic Congressional Campaign Committee

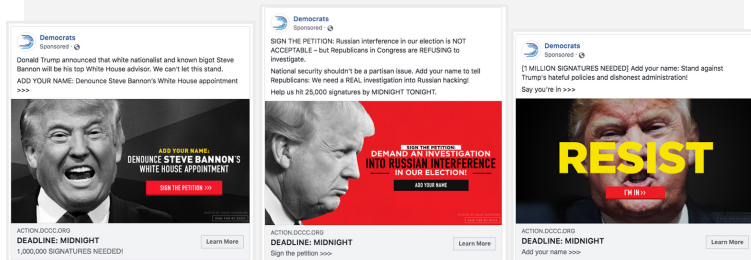
Engaging the Resistance to Take Back the House

DCCC was able to raise over \$100 million online during the 2018 cycle, and we wouldn't have been able to do it without Rising Tide's help in building our list. Our team at RTI continuously monitored results, optimized towards our goals, and tested hundreds of creatives and campaigns to make sure we were keeping up with the news cycle. With a strong foundation of grassroots donors, we saw a record-setting fundraising performance, invested in more than 80 races, and flipped the House.

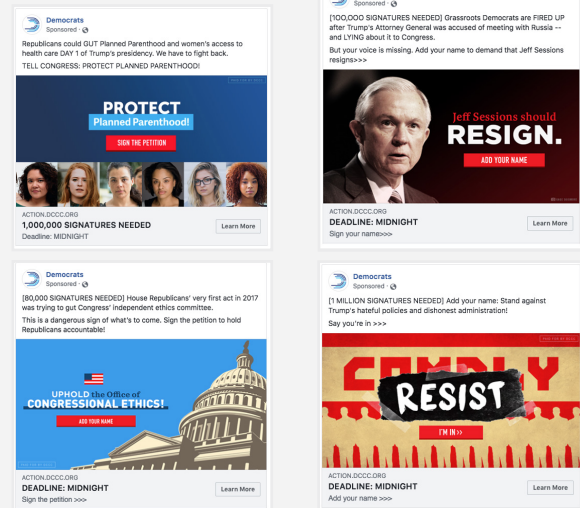
Julia Ager, Chief Digital Officer, DCCC

Situation

Immediately after Donald Trump's surprise victory in 2016, Rising Tide worked with the DCCC to capture the energy of the resistance, spending more than \$2.1 million on list-building ads between Election Day 2016 and March 2017.



Strategy



RTI built, deployed, and tested **more than 150 unique creatives** across dozens of campaigns in the five months following Donald Trump's election. We optimized for performance in real time and tracked long-term performance of ad-sourced names to understand which creatives, targets, and platforms combined to acquire the best digital donor prospects.



Results

The early investment paid off, with the supporters acquired between November 2016 and March 2017 contributing \$8.8 million by Election Day — a return on investment of more than 400% — which in turn, helped the DCCC invest in more than 80 races, pick up 40 seats, and take back the House.



160 creatives tested
across **60** campaigns




96,141 new
grassroots donors



\$8.8 MM raised from early-cycle
aquisitions — a 420% return
on investment

Democrats
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[250,000 SIGNATURES NEEDED] Trump's weekly vacations to Mar-a-Lago are costing taxpayers MILLIONS. Tell Trump: Don't make us foot the bill for trips to Mar-a-Lago >>>




TELL TRUMP: DON'T MAKE TAXPAYERS FOOT THE BILL for trips to Mar-a-Lago
ADD YOUR NAME

ACTION.DCCC.ORG
DEADLINE: MIDNIGHT
Sign your name>>> [Learn More](#)

Democrats
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Nearly a million people have signed President Obama's card -- but your name's missing! Before President Obama leaves office, thank him. Sign the card >>>



Thank the Obamas!
ADD YOUR NAME

ACTION.DCCC.ORG
DEADLINE: MIDNIGHT
Add your name >>> [Learn More](#)

Democrats
Sponsored

[1,000,000 SIGNATURES NEEDED] The fight to protect health care for 32 million Americans is playing out on Capitol Hill -- and activists in your community are stepping up. Will you join them? Tell the GOP: DON'T REPEAL OBAMACARE>>>



Tell the GOP: DON'T REPEAL OBAMACARE
ADD YOUR NAME

ACTION.DCCC.ORG
DEADLINE: MIDNIGHT
Sign your name>>> [Learn More](#)

Democrats
Sponsored

[80,000 SIGNATURES NEEDED] House Republicans' very first act in 2017 was trying to gut Congress' independent ethics committee. This is a dangerous sign of what's to come. Sign the petition to hold Republicans accountable!



DON'T GUT THE OFFICE OF CONGRESSIONAL ETHICS
SIGN THE PETITION

ACTION.DCCC.ORG
DEADLINE: MIDNIGHT
Sign the petition >>> [Learn More](#)

Democrats
Sponsored

The day after Trump's inauguration, women are marching on Washington -- and we need 1 MILLION STRONG to join them in the DIGITAL MARCH! We don't see your name -- sign up now to join the DIGITAL MARCH!



Sign up to join the DIGITAL MARCH ON WASHINGTON
ADD YOUR NAME

ACTION.DCCC.ORG
DEADLINE: JANUARY 20
Add your name >>> [Learn More](#)

Get a better look at our creative at www.risingtideinteractive.com/case_study/dccc