Municipal Postcard Experiment Success Framework

Goals, KPIs, and Measurement Approach

High Level Goal: Understand if providing information about the importance of local elections can increase voter turnout and, by association, news consumption?

Do recipients engage via text message?

- Percent of postcard recipients who texted
  - Number of people who texted / number of people who received post cards (~5K)
  - Possible that non-intended recipients of the experiment also participate due to sharing the same household or the postcard/link gets shared
  - Data from Groundsource
- Avg. texts sent per recipient
  - Due to the main chat interface being a chat bot, this will likely be the number of times recipients sent a keyword
  - While users can text long form questions, the experiment's priority is to provide information back quickly
  - Analyze volume of chat bot texts vs. long form questions
  - Data from Groundsource
- Visits to philly.com/postcard
  - Percent of postcard recipients who visited the site
  - Data from Google Analytics
- CTR on links included in texts from PMN
  - Pageviews (GA) / Texts delivered (Groundsource)
  - Requires UTM tracking at the granularity that can isolate for individual texts sent
    - E.g. if a link is reused or sent multiple times, it should have its own UTM codes
  - Only available for links hosted on Philly.com

Are recipients more likely to vote?

- Compare voter turnout lift between control and experiment groups
  - Experiment: 5,000 people randomly sampled
  - Control: 5,000 people randomly sampled
  - All voted in the national elections but not local, approximately 350k total out of 1.2 registered voters
  - Public voter data to determine if recipients ended up voting
    - As the organization did not want to collect additional PII when the user texts, the only way we can determine if the recipient engaged by texting will be their phone number
    - Important to note that matching the phone number texted with against the number in public voter records may not be fully accurate as the numbers could be different
    - However, this is the least invasive method at this point
  - Without determining if the recipient texted, we cannot determine if receiving the postcard itself was the cause of the voter turnout or the engagement with the texts

- ■ E.g. the postcard could have been a reminder to vote
  - ○ If there are postcards that could not be delivered, this will impacted results but we have no way to fully estimate the impact as we do not get the number of postcard returns or undeliverables with our postage method
  - ○ Moving is another factor that may impact results as we will only be 'tracking' the designated recipient
    - ■ For example, if the new tenant votes as a result of the experiment, we will not know they voted because their names are unknown to us

What do recipients find valuable about the postcards, texts or online coverage?

- ● Use survey questions at the end of the experiment
- ● Percent of postcard recipients who texted by postcard
  - ○ Analysis will help us understand if certain postcards were more successful in getting recipients to text
  - ○ As each postcard will have the same phone number and "trigger word", the only way we can attribute engagement to individual postcards will be by date of text
  - ○ This method may not be fully accurate if there is a lag in engagement
- ● Analyze which keywords to text were the most popular to understand which topics appealed the most to the audience

Do we see any of them sign up for subscriptions?
- ● Goals/conversions based on UTM codes (Google Analytics)
- ● This will only account for subscriptions that occur in the same session of when a user clicks through a link in the SMS to Philly.com
- ● However, with the public PII information collected, would be interesting to see if any experiment participants subscribe in the long term