

CASE STUDY

MIKE LAWLER

Client Name

OVERVIEW

How we won an award for:

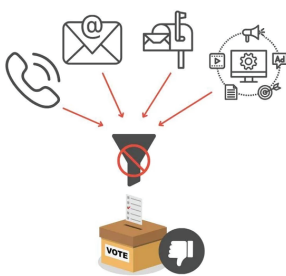
Best Use of Technology for GOTV - Republican using P2P texting.

CHALLENGE

Congressman Mike Lawler faced **one of the tightest re-election battles in the country**. NY-17 had flipped red by fewer than 1,900 votes just two years earlier, and in 2024, well-funded outside groups poured hundreds of millions into the district to boost his opponent, Mondaire Jones, and attack Lawler. Outspending the opposition wasn't viable - so the campaign needed a targeted, cost-effective voter engagement strategy to win.

At the same time, the media landscape had become more fragmented than ever. Voters were scattered across countless platforms, where official campaign messages competed with user-generated content for attention. Every voter contact had to be **strategic, personal, and well-timed** to break through the noise in the final stretch.

Personally connecting with constituents via P2P texting combatted bad open rates & completion rates of traditional channels AND cut out the chance of fragmentation of information & attention.



SOLUTION

Politicoin turned to **peer-to-peer texting** as the most effective way to bypass traditional media, eliminating information fragmentation to connect directly with voters.

Using our platform, the campaign repurposed high-performing content from their successful Pennsylvania campaign and scaled it quickly into a strategic GOTV push in NY-17.

Over 50 uniquely tailored text messages were sent to 160,000 voters, ensuring each recipient received at least four personalized interactions. This multi-touchpoint approach helped build familiarity, reinforce campaign messaging, and drive turnout - all without relying on crowded or costly media channels.



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HOW P2P TEXTING TURNED THE TABLES

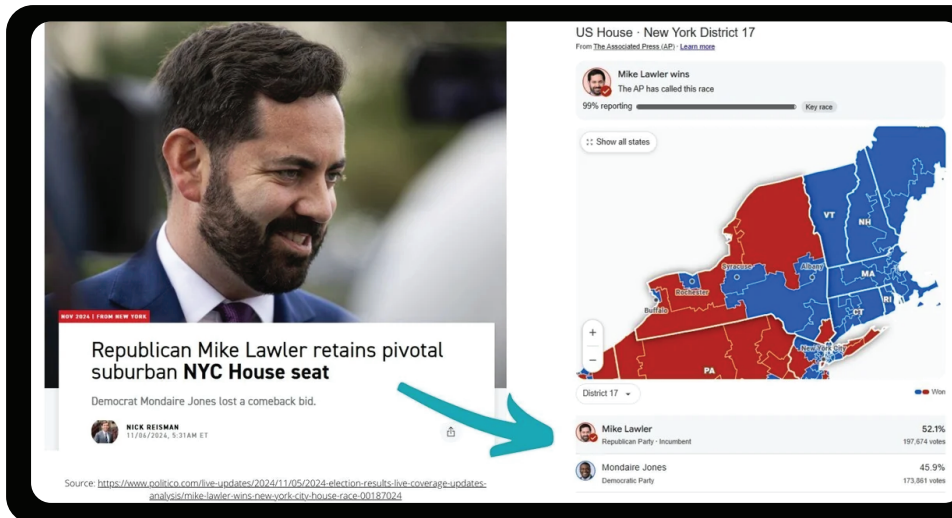
Our platform made it possible to deploy a **high-impact GOTV push at scale and high speeds**, something that wouldn't have been possible without the right technology behind it. Using our smart segmentation tool and behavioral data, Politicoin delivered targeted outreach that felt personal and timely at every stage of the campaign.



From our team to our tools, we go beyond support, handling TCR registration, solving issues fast, and monitoring traffic 7 days a week. Paired with our in-portal 10DLC application and direct Campaign Verify integration, we help campaigns **stay compliant and win with confidence**.

THE END RESULT

ELECTION DAY RESULTS THAT SPEAK FOR THEMSELVES



Lawler not only held his seat - **he won by 23,813 votes, a remarkable 1,208% increase** over his previous margin. This campaign proved that a strategic texting program can overcome massive outside spending and deliver real voter engagement at scale.

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