Case Study

Targeting Delivers Historic Trump Victories

(2024)

Part 1: Breaking the Blue Wall

Donald J. Trump for President 2024 successfully targeted women aged 18-44 in the "Blue Wall" states of Michigan, Pennsylvania & Wisconsin who were not committed to voting for a candidate and thought Kamala Harris would better represent them on abortion, but preferred President Trump's position when informed.

These target voters – six layers deep into individual voter targeting, including imputed age in Wisconsin where unavailable on the voter file – were implemented in direct mail, where even younger, harder-to-reach voters still have the common denominator of a mailing address.

In the Blue Wall, Biden carried women aged 18-44 by 27 in 2020, compared to just 18 points for Harris in 2024 — a Trump swing of +9.6%.

+9.6%
swing with women 18-44 keyed Trumps sweep of "Blue Wall" states.

Part 2: Sweeping the Sun Belt

J. Trump for President 2024 successfully targeted Hispanic men in the Sun Belt states of Arizona and Nevada who felt that price inflation or their personal financial situation had gotten worse under the Biden-Harris administration. These voters were targeted with a distinction on language preference, consuming media more in Spanish or English.

These target voters – with custom-built segments for Hispanicity, language, and predicted sex in Arizona where unavailable on the voter file – were implemented in direct mail, where that language preference is especially key.

In Arizona and Nevada, Biden won Hispanic men by 10 in 2020, but swung 10.6% to Trump in 2024 for a +1 victory.

+10.6%
swing with Hispanic men helped Trump win Arizona and Nevada.

Part 3: Refining Persuadables

Donald J. Trump for President 2024 successfully targeted persuadables, as evidenced by his substantial win and overperformance relative to other Republican candidates. Persuadables were likelier to be lower-information, younger, non-white, working-class, and consuming non-traditional media.

These target voters were refined across six unique criteria at the individual voter level.

According to the New York Times on October 4:

"In Georgia, Black Men's Frustration With Democrats Creates Opening for Trump"

"Over the last month, Freddie Hicks, 23, has received dozens of Republican mailers addressed to him at his home in deep-blue DeKalb County, an Atlanta suburb.

The messaging was largely consistent, painting Vice President Kamala Harris as a "failed leader" with "dangerously liberal" views on crime and abortion, and former President Donald J. Trump as

supporting a "common sense agenda" on abortion and immigration.

But it was the sheer quantity that alarmed Mr. Hicks's father, Fred Hicks, 47, an Atlanta-area Democratic strategist. No one else in his family was being inundated like that, including him. And nothing similar was arriving from the Democrats or Ms. Harris."

The results were clear: nationally, President Trump shifted non-white voters aged 18-44 by +23 from 2020 to 2024.

Part 4: Major Market Rural Voters

Donald J. Trump for President 2024 successfully targeted rural voters, with additional emphasis on rural voters who live in major media markets like Atlanta, GA.

These rural voters are not only harder-to-reach by canvassing contact, but they are also much less-likely to subscribe to cable television. Despite these challenges, these voters are a key component of President Trump's coalition and were reached effectively by mail.

+4.2%

increase with rural voters proved crucial in the seven battleground states.