Appendix

Interview Template

Tell me about your experience working in campaigns.

Data-driven campaigning

To what extent are you using data and data analytics to plan your online advertising campaign?

To what extent are these messages targeted?

To what extent are the messages tailored? How many messages are you running with?

How much are you relying on data analytics? Are you modelling the electorate to find those who are persuadable? Are you relying on platforms to provide the information needed for targeting?

Are you relying on consumer data? What other data are you relying on?

How much of advertising is aimed at collecting contact information?

To what extent are you trying to raise money online? How is that done? Whom are you targeting?

How much testing of digital ads do you do? A/B testing? Pretesting with an online panel? Are you monitoring email open rates?

How do you know if this all works?

Permanent Campaigns

When do you start the ad campaign?

What sorts of messaging are you doing during the 6 weeks of the campaign?

What are you doing the rest of the year?

How does the message change over time?

Digital v. other

How important is paid digital v. television? What do you use TV for?

How important is paid digital v. organic?

Which digital platforms are most important? Why? What is each one good for?