



Susan B. Anthony List Outreach for the 2017 Virginia Election

Report on progress as at November 5, 2017

Efforts to Support Ed Gillespie for Governor of Virginia

Digital ads:

- Impressions: 494,100
- People reached: 75,800
- Video views: 159,900

Robocalls:

- Calls made: 72,895
- People spoken to: 14,293

Emails sent:

- Three emails sent to SBA List Virginia activists with one more planned



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Efforts to Support John Adams for Attorney General of Virginia

Digital ads:

- Impressions: 1,212,500
- People reached: 171,300
- Video views: 283,600
- Petition signatures: 420
- Tweets generated: 410

Emails sent:

- Emails sent: 153,400
- Emails opened: 18,900 (12.3% open rate)
- Email link clicks: 3,000 (1.9% click rate)



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