

Messaging Impact Analysis



Measuring Your Impact.

Every campaign director faces the challenge of deploying their communications and organizing resources wisely to achieve the greatest impact. You want to be certain your messages are reaching your base and moving people to action. You want your outreach to produce a direct, measurable result to ensure the highest return on investment (ROI).

Tailored For You.

You also know moving people to action is not a one-size-fits-all proposition. In order to generate engagement at a massive scale, you need differentiated strategies. This means knowing which message is working best for whom. You need to know which tactics and platforms add the most value to your campaigns.

Insightful Analysis.

TCW Strategies' Messaging Impact Analysis service empowers you to understand the effectiveness of your outreach program. We'll work with you to define goals, identify key metrics, and evaluate which outreach methods are working.

We can help you answer critical questions, such as: Who have you been reaching, and what worked to move them? More importantly, who have you not been reaching?

We'll help you invest in the most impactful outreach methods to hit your targets.

Improve Your Messaging Over Time.

Once your Data Architecture is in place, our team will partner with you to run and analyze targeted outreach experiments to determine the tactics and platforms that are most effective to achieve your desired outcome.

Throughout our partnership, and as your messaging becomes more sophisticated and targeted, our experiments can grow more sophisticated, answering larger and more complex questions about your base, their motivations, and what will move them to take action.

Spend On What Works Best.

Your organization's campaigns are designed to improve the lives of working people. The movement can't wait. Resources are slim—with TCW Strategies, you can rest assured you're spending your time and money where it will have the greatest impact.

