



# F42 WASHINGTON TAX HIKE SMS CAMPAIGN

Learn how audience modeling  
doubled conversions

TECHNICAL REPORT

CLIENT:  
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# Summary

An A/B SMS test in Washington compared modeled tax-aligned voters to a partisan-conservative segment, using identical messages. The modeled group generated more than twice the conversion rate (2.7 percent vs. 1.2 percent), with high statistical significance. The result emphasized message neutrality and alignment over ideology.

# Test Overview

## **DURATION:**

April 30–May 2, 2025

## **AUDIENCE:**

Washington state mobile subscribers (~35,800 recipients)

## **OBJECTIVE:**

Drive recipients to take action by contacting Governor Ferguson to oppose newly passed tax increases

## **GEOGRAPHIC TARGETING:**

Statewide across Washington, with no subregional segmentation  
SCARF Components Present: Certainty, Autonomy, Relatedness



# Background

This test compared the same animated MMS message across two audiences: one modeled for high tax-issue receptivity, and another based on broad Democratic affiliation. Both received identical creative, allowing a direct comparison of issue-based targeting vs. traditional political list-building. Engagement and action rates were significantly higher among the issue-aligned group. Chi-square tests for page views, scrolls, and conversions all returned p-values below 0.00001, indicating the observed differences were highly statistically significant and extremely unlikely to be due to chance. This confirms that precise issue alignment can drive substantially greater impact than broader targeting based on political affiliation alone.

## METRICS AND STATISTICAL SIGNIFICANCE

Metric	Modeled Issue -Aligned Segment	Affiliation Based Segment	Statistically Significant
Messages Delivered	18,094	17,713	N/A
Page Views	1,179	640	Yes
Scroll Events (Engagem ent)	732	370	Yes
“Contact Rep” Conversions	494	209	Yes
Conversion Rate (ContactRe p ÷ Delivered)	2.73%	1.18%	N/A



# Results

## **ISSUE-BASED TARGETING OUTPERFORMED PARTY AFFILIATION:**

Users aligned with the issue were significantly more likely to engage with content and complete desired actions, despite identical messaging across groups.

Stronger conversion with high certainty: Conversion rates more than doubled for the issue-aligned group, with results statistically significant ( $p < 0.00001$ ), indicating a meaningful behavioral difference.

## **AFFILIATION-BASED SEGMENTS STILL HOLD VALUE:**

While less responsive overall, these audiences still showed engagement potential, suggesting value in targeted outreach and message refinement.

## **MECHANISMS BEHIND PERFORMANCE REMAIN UNCLEAR:**

Since creative was held constant, the specific content elements driving engagement are unknown, underscoring the need for future message testing.

## **HIGH DIGITAL REACHABILITY OF ALIGNED AUDIENCES:**

A large portion of the anti-tax aligned segment is digitally reachable, with strong match rates for MAIDs, cell numbers, and Meta platforms, including some aligned Democrats.



# SCARF Discussion

Several SCARF elements were present in the message content itself. Certainty was supported by the structure of the appeal, which clearly outlined the policy change, its consequences, and a defined action step. Autonomy was reflected in the language, which framed the call to action as a voluntary choice rather than a directive. Fairness was invoked through references to the legislative process—specifically the lack of public input and transparency. The message was assertive in tone but not overtly affiliative, so Relatedness and Status were likely less central to its framing.

While not tested experimentally, the animated GIF may have contributed to SCARF-relevant dynamics. Its informal and humorous tone may have made the message feel more legible or emotionally accessible, potentially reinforcing Certainty by reducing ambiguity. It may also have softened institutional distance, subtly increasing Autonomy and Relatedness for some recipients. However, because all recipients received the same message, these effects cannot explain the observed differences between groups—they may instead help account for why the message performed well overall, particularly among those already aligned with its underlying framing.



# Creative Used

All recipients received the same message content and visual treatment—a multimedia MMS featuring graphics (including a poop emoji GIF) to emphasize tone and urgency.



Hey, remember the last time Olympia raised your taxes? Well... buckle up. It's happening again — unless we act now!

The legislature just passed the BIGGEST tax hike in state history:

- 📈 \$12.5 billion over 4 years
- 👨‍👩‍👧 Over \$4,000 per household

Unless vetoed, here's what's in store:

- 🏠 Property Tax Increase
- 💼 New Business Taxes
- 🛒 Sales Tax Expansion
- 💀 Higher Death Tax
- ✅ Bigger Capital Gains Taxes
- 🛢️ Gas Tax Hike (this is on top of the \$12.5B!)

No public input. No transparency. Just a rush to grab more from families like yours. But Governor Ferguson can still veto it.

We need your voice! Tell the Governor:

- 🗣️ Please VETO the tax hikes.
- 👨‍👩‍👧 WA families can't afford this.

Contact the Governor now 💎💎

[Link — version varied slightly by segment]

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