

How to Use Analyze Text for Campaign Messages

Market: House, Senate

Module: Messages

Purpose: This guide provides instruction on how to use the Analyze Text feature to manage messages related to a campaign.

Key Benefits

The Analyze Text feature helps you identify records in the campaign that contain unique content so that you can address these records appropriately.

1. Navigate to **Messages > Message Center > All Active Non-Bill Campaigns**.



2. IQ displays all active campaign records that are not related to a bill. Select a campaign that has **Message Variations**. If the campaign shows **all messages are exactly alike**, there is no need to use the Analyze Text feature.

Figure 1: Campaign with text variances

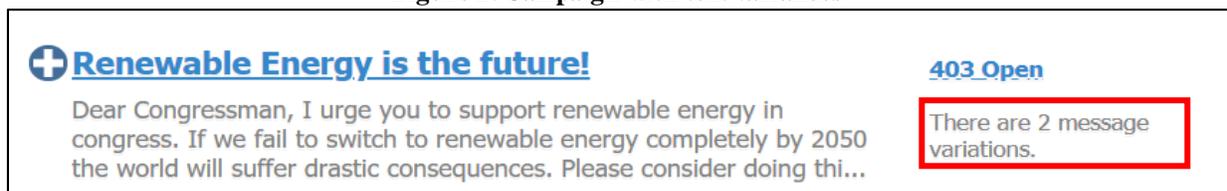
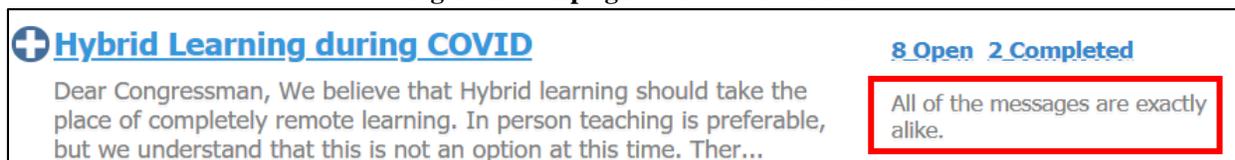


Figure 2: Campaign without text variances



3. Select **Analyze Text**.

Rename Change Data Change Status Manage Joined Campaigns Assign Response **Analyze Text** Build IMA Rule Send Email Print Letters

+ **Renewable Energy is the future!** 403 Open

Dear Congressman, I urge you to support renewable energy in congress. If we fail to switch to renewable energy completely by 2050 the world will suffer drastic consequences. Please consider doing thi... There are 2 message variations.

4. IQ will display the results using yellow to refer to records that have similar content and using red to refer to records that have variations.

Frequency	Sections, Sentences, and Phrases
403	I URGE YOU TO SUPPORT RENEWABLE ENERGY IN CONGRESS
403	IF WE FAIL TO SWITCH TO RENEWABLE ENERGY COMPLETELY BY 2050 THE WORLD WILL SUFFER DRASTIC CONSEQUENCES
403	PLEASE CONSIDER DOING THIS FOR THE GOOD OF WORLD AND OUR NATION
403	THANK YOU
2	I HAVE SPECIFICALLY TALKED TO THE DEPARTMENT OF ENERGY ABOUT THIS BUT THEY HAVE YET TO RESPOND TO ME
2	CAN YOU HELP WITH THIS?

5. For those records with variations, click the record number to drill down into those messages. Based on the content, assess the significance of the variation to determine the best approach to address them (i.e. keep these records in the same campaign, create a new campaign for these records, etc.)

The illustration below provides best practices on managing messages from a macro and micro level approach in IQ.

First, manage bill-related messages as this will allow you to also manage all the campaigns associated with a bill. Thus, you are reducing the number of campaign messages (which tend to have the highest volume of message records in IQ) at the same time.

Second, manage campaign messages by combining those that are similar in nature. Thus, you are reducing the number of campaigns to manage and to respond.

Finally, manage individual messages as these are the type of messages that have lower volume of records in IQ.

