



“STEPHANIE SINGER’S DATA ANALYSIS AND EMAIL SUPPORT WERE A CRUCIAL COMPONENT OF ALICE DUBOW’S ELECTORAL VICTORY.”

Chuck Finney, Political Consultant



“HER TECH RECOMMENDATIONS WITHIN 3 HOURS INCREASED OUR CAPABILITIES MORE THAN OUR OWN EFFORTS IN THE PREVIOUS 2 YEARS.”

Mollie Plotkin, CEO

Philadelphia Sports Group LLC



“THROUGH HER STRATEGIC UNDERSTANDING OF DATA AND THE RIGHT-TO-KNOW LAW, SINGER FOUND THE RIGHT ARGUMENTS TO CONVINCE THE COMMONWEALTH TO LOWER ITS VOTER FILE PRICE TO \$20 FROM OVER \$1,000.”

Gregory M. Harvey, Senior Counsel

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TAKE ACTION.

*Strategic Data Services:
 political campaigns • business technology • communication*

Campaign Scientific

Campaign Scientific LLC was founded in 2005 to provide strategic design and implementation of data systems for election campaigns. Its activities soon expanded to include public-interest election oversight projects and business consulting.

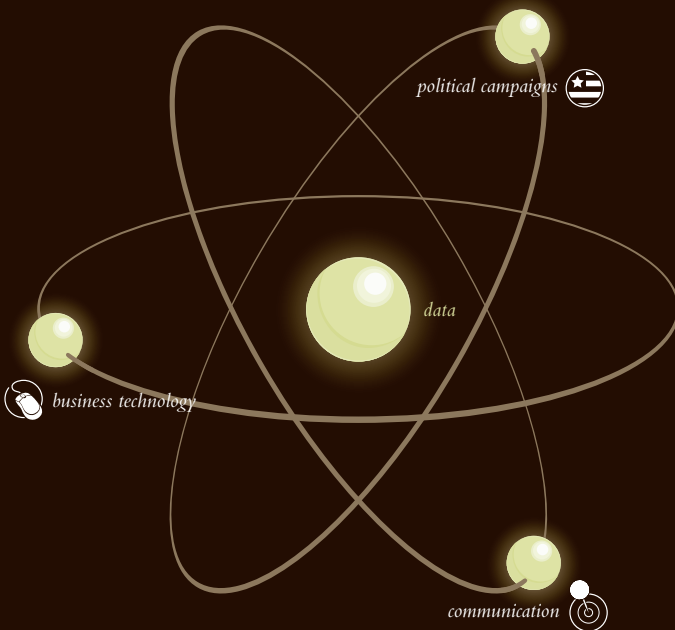
Our mission is to improve our democracy and our free market by promoting transparency and helping organizations make the best use of available data. In theory, markets and democracies work better when information travels more quickly. In practice, a business or a campaign has a competitive advantage if it has access to better data or makes better use of the data available. Campaign Scientific can provide the data strategy smarts you might not have in-house.

STEPHANIE FRANK SINGER, MANAGING PARTNER

Stephanie Frank Singer earned her Ph.D. in mathematics from the Courant Institute at New York University, and has received accolades from scientists, including one Nobel Laureate, for her books on mathematical physics. She has done extensive data work for real estate development, election campaigns and election integrity oversight. She prides herself on her ability to talk tech with anyone and to customize her approach, depending on the strengths of her audience, team, or client.

Strategic Data Services

Information is power, but only if you can use it. It takes training and inspiration to connect the data at the core of an endeavor to procedures, policies and outcomes. Your data should influence and mobilize your campaign, business and communication efforts. Campaign Scientific will show you how.



Political Campaigns

These days data is at the heart and at the fingertips of every successful election campaign. Data strategies for managing donations, volunteers and voters should be coordinated with all campaign activities. We can help with the details as well as the overall planning.

PRECINCT ANALYSIS

Which precincts will best reward your attention and resources? We collect and analyze historical and demographic information to make your campaign more effective. You know the idiosyncrasies of your district; we use what you know to discover which precincts will yield the most additional votes in response to your investment of time, energy and advertising.

BALLOT PETITION ANALYSIS

Checking ballot petition signature lines for legitimacy is labor-intensive. Whether you are verifying your own petitions or challenging an opponent's, the window of opportunity is short. Campaign Scientific can take this job off your hands and provide an accurate, comprehensive, flexible analysis.

DATABASE ENHANCEMENT & STREAMLINING

We find supervoters, combine lists, clean lists, and give you the files you need. We take whatever data you have, in whatever form it is in, and give you what you need and want, in a format that is easy for you to use. We work with you to cull the true supervoters for your election in your district.

ELECTION PROTECTION

With electronic voting machines, you need more than precinct observers to make sure the votes are counted correctly. The influx of new technology has created conflicts between state laws and new election procedures. This creates new opportunities for candidates to challenge election results. We can design and implement a program to protect you from machine errors or fraud. We can also lay the groundwork for challenging results.

Business Technology

Every business involves data to some extent. Every entrepreneur is well aware of the lists that are crucial to the business — customers, vendors, items, addresses or clients — and the financial or marketing data that measure performance and potential. But not every entrepreneur has the technical skills and knowledge to create, maintain and use information as efficiently as modern technology will allow. We provide technical strategy and tactics, customized to your business needs.

INFORMATION TECHNOLOGY AUDIT

Is your business making the best use of all available IT? Campaign Scientific can quickly size up your business information needs and show you the best available solutions. We can tell you which of the new services constantly being invented by Google and other companies can leverage your current business initiatives. Once we understand how information flows through your business, we can suggest efficiencies you might not see on your own.

AUTOMATION

Is someone at your organization spending too much time on a tedious, repetitive computer task? We can automate it for you. Are you or your staff typing the same data twice, once into Outlook and again into an Excel spreadsheet? Or is someone going back to the same web page hundreds of times to request information? We can provide quick and easy alternatives, freeing up valuable staff time.

DATA MINING

We can dig out patterns and trends hiding in masses of data. Unlike database querying, which can confirm patterns you suspect might exist, data mining will find patterns you didn't even think to ask about. Recognizing patterns (such as, men who buy diapers on Thursdays also buy beer) creates business opportunities (such as, putting the higher-margin beer near the diapers on Thursdays).

MISCELLANEOUS PROJECTS

Give us the projects that your tech staff doesn't quite have time for. We can program, manipulate databases, or learn your systems to take well-defined tasks off your tech department's back burner.

VENDOR EVALUATION

Software packages that meet a variety of standard business needs are available commercially and in open source formats. Choosing the right vendor involves evaluating the products' quality as well as their compatibility with your existing systems. We can help you decide.

Communication

It is one thing to understand data and its implications for oneself, and quite another to communicate that understanding to others. Customers, clients, employees, reporters and others will respond better when you communicate the facts more clearly. Campaign Scientific can help you make your data-based points.

MAPPING

Nothing communicates geographical data like a map. We can create demographic and election data maps, color-coded to highlight the information you and your staff need to understand quickly.

REPORT WRITING

We can summarize the important information hiding in a database or statistical study. Whether you are making a legal argument or creating a business presentation, we can tailor a report to your particular needs.

EXPERT TESTIMONY

We have the rare ability to explain complicated technical ideas in layman's terms, and the credentials to impress any judge or jury. We can pick apart a mathematical or data-based argument and make clear exactly what it does or does not prove. Whether you want to make a point clearly yourself, or destroy an opponent's point, Campaign Scientific can strengthen your case.