



EccaNova



EMILY SKOPOV CAMPAIGN

**From Petition to Power: How Digital Mobilization
Helped Unseat a Speaker and Built a Base**

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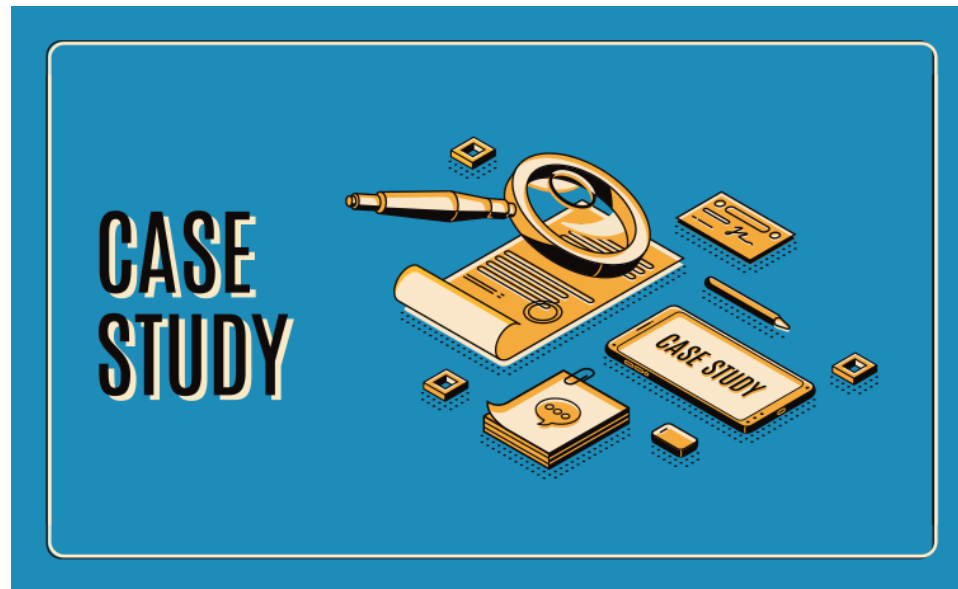
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1. THE MOMENT

When Emily Skopov launched her campaign to represent **Pennsylvania's 28th legislative district**, she faced one of the **toughest challenges in state politics**: unseating House Speaker, Mike Turzai — a well-funded, high-profile Republican leader with deep institutional power.

She needed to grow fast: more supporters, more donors, and more momentum. That's where we came in.



2. THE GOAL

Design and execute a **rapid growth digital campaign** to:

- Build a high-value email/SMS list
- Attract new grassroots supporters
- Drive meaningful engagement around Skopov's platform
- Position her as a serious challenger in a high-stakes race



3. WHAT WE DID

Petition-Driven Engagement: We launched a digital petition campaign to acquire supporters around high-impact, emotionally resonant issues. Unlike generic list-building, this tactic gave us immediate engagement and built a mission-aligned base.

Social Learning: Monitored headlines and online conversations to create petitions that would connect with audiences and drive action. One story was dominating the political sphere of Pennsylvania State House politics at the time: Mike Turzai and other Pennsylvania Republicans knew Rep. Andrew Lewis had tested positive for COVID-19 – and hid that fact from Democrats in the state legislature.

Strategic Ad Campaign: We deployed hyper-targeted ads across Facebook and Instagram to promote two key petitions:

- One calling for an investigation into a Republican-led COVID-19 cover-up
- Another demanding Turzai’s resignation – framed as “signing his retirement card”





4. RESULTS

✓ Turzai Resigned

Just two weeks after launch, the Speaker of the House announced his resignation. The digital pressure campaign significantly amplified public scrutiny and grassroots momentum during a critical window.

✓ 3,254 New Supporters

We built Skopov's list rapidly at an average cost of less than \$1 per acquisition.

✓ 11.21% Click-Through Rate

That's 11x the industry benchmark – a signal of both message resonance and executional strength.

✓ More Donations, More Media

The new supporter base helped power additional grassroots fundraising – funding a comprehensive TV, digital, and mail program.

WE DO MORE THAN PLACE ADS – WE BUILD DIGITAL PROGRAMS THAT GROW AUDIENCES AND DRIVE REAL ENGAGEMENT.

Whether you're in a tough race or a policy fight,
we help you scale quickly and measure what's working.

