



**EccaNova**

## **MOSCOW MITCH**

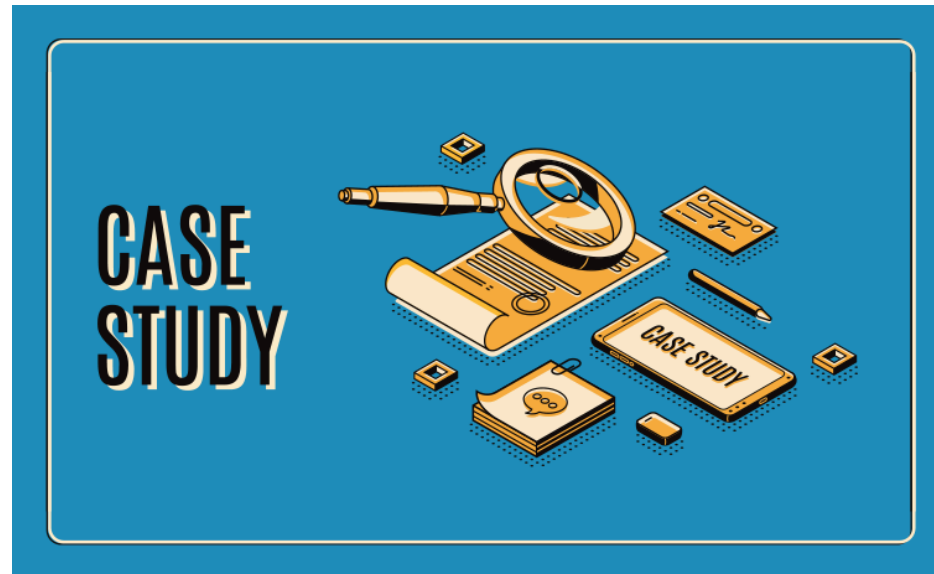
**How a Two-Week Test Became a  
High-ROI, Scalable Fundraising Engine**

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## 1. THE MOMENT

What started as a cultural flashpoint became a revenue opportunity – the nickname “Moscow Mitch” entered the national conversation and became a viral moment. We saw an opportunity for a measurable fundraising test. The question wasn’t whether the phrase had attention – it clearly did. The real question was whether that attention could be converted into **efficient, repeatable revenue** for Kentucky Democrats.

Within two weeks, the **answer was clear**.

A controlled digital test **transformed political momentum into a scalable fundraising engine** – proving that when strategy meets timing, cultural energy can become **sustained, high-return revenue**.

## 2. THE GOAL

The Kentucky Democratic Party (KDP) sought to determine whether selling “Moscow Mitch” merchandise could raise meaningful funds and whether it was worth scaling beyond a short test.



## 3. THE CONSTRAINT

Time and budget were limited. We couldn’t afford to spread resources across multiple platforms or run a long learning phase. The campaign needed to show results quickly or shut down.



## 4. WHAT WE DID

We ran a short, controlled test across Facebook and Google Search to determine which platform converted most efficiently and could scale fastest.

Performance analysis revealed a clear efficiency advantage on Facebook across all key metrics. With **\$850 in ad spend generating approximately \$2,100 in revenue (a 2.5x Return on Ad Spend (ROAS))**, Facebook delivered a materially lower **Customer Acquisition Cost (CAC)** and higher purchase volume than Google during the same period. Conversion rates on Facebook outpaced search, indicating stronger audience alignment and message-market fit.

Based on these findings, we reallocated the remaining budget away from underperforming search and into Facebook. This shift reduced blended **Customer Acquisition Cost (CAC)** and increased incremental revenue without increasing total spend. By scaling only the highest-performing channel, **we maximized efficiency and overall campaign return in real time.**





To further compound performance, we installed a Facebook pixel on the merchandise checkout page to track purchases and abandonment behavior. Using that first-party data, we built lookalike audiences from users who initiated checkout but did not complete a purchase—an audience segment demonstrating high purchase intent.

During the scaled phase of the campaign, these pixel-driven audiences accounted for **223 of the 341 additional purchases**, demonstrating the **power of data-informed audience expansion**.

Creatively, the ads focused on the merchandise itself. Each product was shown clearly using a bold, referential visual treatment aligned with the tone of the message. Ad copy and hashtags were drawn from language already performing well in KDP and national Democratic messaging, ensuring continuity between **organic momentum and paid amplification**.





## 5. THE RESULTS

What started as a two-week test turned into multiple ad flights over several months.

The **campaign raised meaningful funds for the Kentucky Democratic Party** and, just as importantly, proved that **paid merchandise fundraising could be a reliable and repeatable tactic** when paired with disciplined testing and optimization.

## 6. WHY THIS MATTERS

This campaign worked because we treated it like a performance test, not a branding exercise.

We **identified what converted**, cut what didn't, and **scaled only once the data supported it**. The result wasn't just revenue; it was a clear model the **KDP could reuse in future fundraising efforts**.

**ECCANOVA HELPS ORGANIZATIONS TEST QUICKLY,  
FOCUS ON WHAT WORKS, AND SCALE RESULTS  
WITHOUT WASTING TIME OR MONEY.**

**If you're looking for a strategic digital partner—not just someone to place ads—we should talk.**

