

2026 CAMPAIGNTECH AWARDS · ENGINEERING TEAM OF THE YEAR

Invisible Complexity.

Four engineers built the infrastructure most campaign firms rent from a stack of outside vendors, and made all of it simple enough that the user never sees how hard it was.

AA

Alex Anderson

WL

Walker Little

JO

Jacob Orell

JB

Jessica Becks

WHAT THEY REPLACED

Most firms stitch together outside vendors. This team built the whole stack in house.

COLLECTION VENDOR Data collection More of it owned in house, so the team sees how the work is produced.	DASHBOARD VENDOR Polling engine Intake, universe counts, lists and dashboards in one environment.	MODELING FIRM Modeling platform Scored audiences, live counts, message guidance and lists.	TEXTING PLATFORM co/nnect Carrier registration, numbers and opt-outs, built from the ground up.	ADVOCACY TOOL Action Advocacy Pages, trackers and client applications, generated in minutes.
Better, faster, cheaper, because we built it ourselves.				

WHY THIS TEAM

The hardest engineering is the part nobody sees.

A campaign operator gets three buttons. Underneath them, this team solved validation, compliance, cost, scale and failure, so the person sending the work never has to think about any of it.

What the operator sees: three steps.

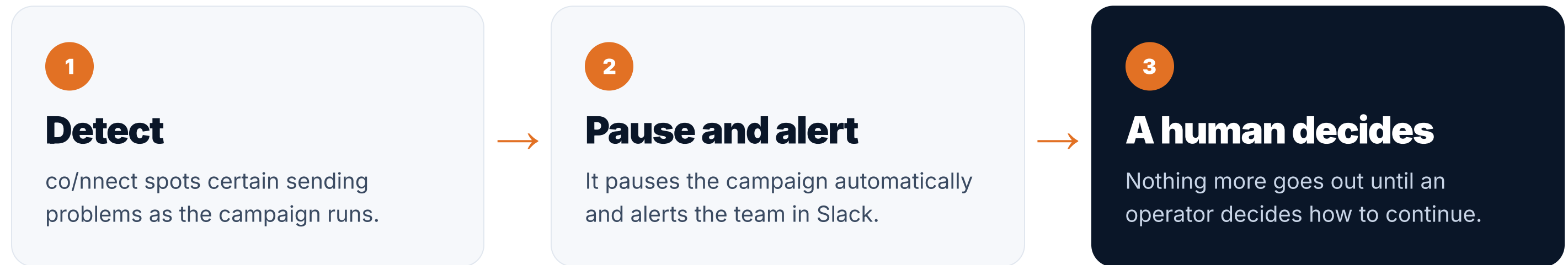


WHAT THE ENGINEERING HANDLES UNDERNEATH MILLIONS OF TEXTS A DAY

BEFORE IMPORT Shows how many contacts are sendable, opted out or invalid	VARIABLES Custom fields arrive with the list and filter inside the platform	TARGETING Filter large universes, including on modeling scores, with no re-cutting	CONTENT Conditional copy and creative by audience in a single project
PREVIEW Renders every personalized combination before it goes out	SEGMENTS AND COST Counts SMS segments and estimates cost, even as personalization changes length	COMPLIANCE Carrier registration, number acquisition and opt-out management, built in	SAFEGUARDS Pauses on certain sending problems and alerts the team

When a send goes wrong, the system stops and asks a human.

On campaign deadlines, a bad send can't be undone. So co/nnect was built to catch certain problems itself rather than keep going.



Every message ever sent stays reachable, without paying to keep it all live.

THE USUAL APPROACH

Keep every campaign in the active database.

Costs climb with every send, and the database gets heavier every cycle.

WHAT WALKER BUILT

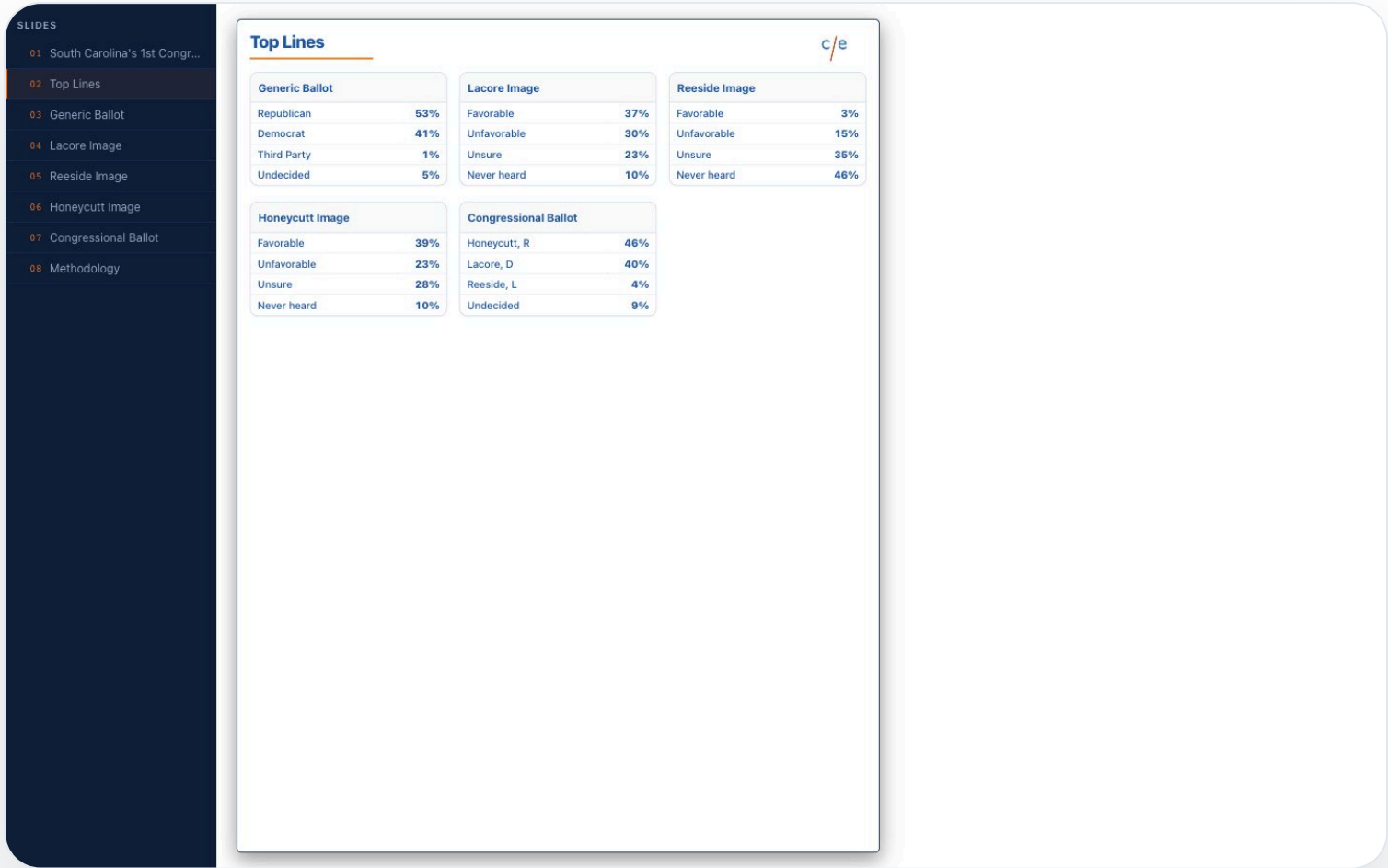
A data-lake architecture.

Historical message data stays accessible without sitting in expensive active storage. It's built for scale, lower cost and resilience as volume grows.

02 • POLLING ENGINE

One environment, from final questionnaire to client dashboard.

- Survey intake, universe counts, list workflows and dashboard production in one place.
- Universe counts up front, so the team knows the exact scope before a survey goes out.
- Surveys field the same day the questionnaire is final. Results in 48 hours.



A published release built in the engine: South Carolina's 1st District, October 2026.

HARD PROBLEM • EDITING AT CAMPAIGN SPEED

Researchers edit a finished dashboard by asking for the change.

An AI agent embedded in the engine takes plain-language requests to edit data and revise analysis. Editing is no longer manual, so results reach clients faster.

And with a recent engine update, several people can edit the same dashboard at once.

REQUEST

Shorten the labels

REQUEST

Rearrange the pages

REQUEST

Split one page into three

Kinds of edits the team makes by request. One request split a single page into three.

03 · MODELING PLATFORM

The work campaigns send to a modeling firm, done in house.

- Client-defined universes with live counts.
- Message guidance for the exact audience selected.
- Contact lists generated from the same environment.

~~Several weeks~~ → **2 business days**



Every voter lands in a group, with a plan for each. Illustrative data, fictional race.

1 The issue, explained

2 Choose email or text

3 Pre-written and pre-addressed

4 Sent

co/efficient

Control over the code is control over speed, cost and quality.

Same day

Surveys field the day the questionnaire is final

48 hours

From field to results in the client's hands

2 days

For a voter model that used to take several weeks

Millions

Of texts a day through a platform we own

Faster

No waiting on a vendor's roadmap or another firm's queue.

Cheaper

No vendor markups or fees passed on to the client.

Better

Fewer handoffs, fewer errors, and full visibility into how the work is produced.

ENGINEERING TEAM OF THE YEAR

Four engineers. The scope of several vendors. None of the complexity reaches the user.

AA Alex Anderson

WL Walker Little

JO Jacob Orell

JB Jessica Becks