

MAILER:

Texas Secretary of State Jane Nelson

OBJECTIVE:

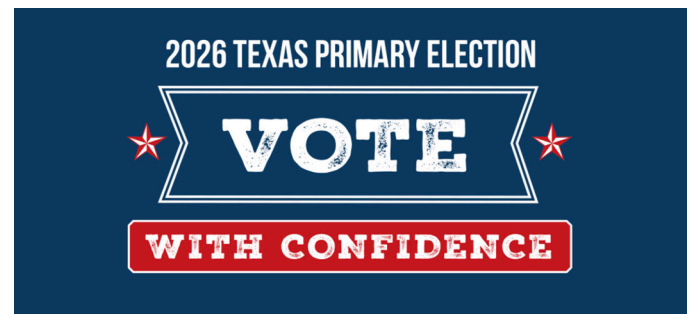
Texas Secretary of State Jane Nelson faced the challenge of increasing voter turnout to the primary elections in Texas.

SOLUTION:

The state of Texas was seeing low voter turnout for their 2026 primary election specifically in Rural Texas where voters are less likely to vote for the primaries. They wanted to ensure that voters in rural Texas communities were aware that early voting had started and give them all of the important information to get them to the voting booth. eTargetMedia planned and executed a strategic email marketing campaign that targeted Eligible Voters between the ages of 18-49 years old from the Registered U.S. Voters file. The campaign was geo-targeted to zip codes in Rural Texas where it may be harder to reach local voters with targeted campaign messaging in their communities. The email creative reminded voters that they can vote with confidence in the Texas primary and gave them all the information they needed to make voting easier for them.

OUTCOME:

The email marketing campaign delivered high open, click-through and engagement rates, therefore helping to promote the 2026 Texas Primary to voters in small, rural communities.



This year, get the facts you need to vote with confidence in the Texas Primary, and make a plan to cast your ballot. A few minutes of preparation can make voting easier. Visit VoteTexas.gov, your official, one-stop resource for trusted voter information in Texas.

Get the facts:



*** IMPORTANT DATES ***

- February 17-27, 2026: In-Person Early Voting
- February 20, 2026: Mail-In Ballot application deadline
- March 3, 2026: Election Day

*** WHAT YOU NEED ***

- Check polling locations:**
With your county or at VoteTexas.gov
- Photo ID:** 1 of 7 acceptable forms of photo ID
- Supporting documents:** If applicable

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