



# Case Study: Wisconsin Supreme Court Election

Partner: **Defend Our Courts**  
Campaign Window: **20 Days**  
Audience: **1,012,934 Voters Statewide**  
Goal: **Voter Education, Engagement & Persuasion at Scale**

## Overview

In the weeks leading up to Wisconsin's April 7, 2026 Supreme Court election, Defend Our Courts partnered with Convos to deploy an AI-powered virtual assistant to more than one million voters across the state. The program targeted voters identified as undecided, offering a 24/7 conversational resource to answer questions about the race, with an emphasis on informing voters about Justice-elect Chris Taylor.

## Results

Within a 20-day window, the platform delivered **over 2.5 million messages** and generated **more than 21,000 real two-way conversations**. This kind of sustained, personalized voter engagement that would have required hundreds of thousands of volunteer hours through traditional field operations.

## THE SCALE

**1,012,934** - Voters contacted statewide  
**2,562,869** - Total messages in 20 days  
**21,316** - Two-way conversations held

## THE IMPACT

**394,590 Hours** - Potential volunteer time saved in 20 days\*  
**4.32** - Average messages per conversation  
**28.2%** - More accurate opt out list

\*assume 90 seconds per conversational text

### IN THE NEWS



*"AI 'virtual assistant' engaged Wisconsin voters in Supreme Court race"*



*"Thousands of Wisconsin voters conversed with an AI chatbot before the Supreme Court election"*

### CLIENT TESTIMONIAL

"This technology through Convos is allowing us to reach out to voters and invite them to a conversation, to try to give them the information that they need, to educate them."

— Joe Bachman, Co-Founder, Defend Our Courts



# Real Convos

The following conversations are real examples of our Agent. The first grey message is the initial text written by the client, the following are entirely written by our agent

Hi Jenna, many Wisconsin voters are undecided about the Supreme Court election on April 7th. This court decides issues like voting rights, civil rights, workers rights, reproductive freedom, and protects us from federal overreach. I'm a virtual assistant created by Defend Our Courts to answer your questions so you can make an informed decision. We're supporting Judge Chris Taylor because she has spent her career fighting for everyday Wisconsinites. What questions can I answer to secure your vote for Chris Taylor?

Paid For By Defend Our Courts Don't want more texts? A quick STOP reply will unsubscribe you.

3/26/2026, 1:31:13 PM MMS 🟢 👑

here is an election for supreme court april 7?

3/26/2026, 3:53:40 PM

Yes! April 7th is the date for Wisconsin's Supreme Court election. It's a big one. A win for Chris Taylor would expand the court's pro-democracy majority through at least 2030, protecting voting rights and individual freedoms right here in Wisconsin. Have you heard much about the race?

3/26/2026, 3:53:58 PM MMS 🟢 👑

It's weird because I feel like I am usually overwhelmed with info on election especially supreme court but haven't heard anything

3/26/2026, 10:29:46 PM

But there is a lot to keep up with these days 😞

3/26/2026, 10:30:06 PM

Thank you for letting me know

3/26/2026, 10:30:09 PM

You're so right, there's a lot going on right now! This race has flown under the radar for most voters, which is actually why outreach like this matters so much. The stakes are just as high as any race you've seen covered wall to wall. Chris Taylor could lock in a pro-democracy majority on the court through 2030. That's huge for Wisconsin.

3/26/2026, 10:30:26 PM MMS 🟢 👑

Absolutely. I feel like I'm generally informed so it being so under the radar is alarming for sure.

3/26/2026, 10:39:40 PM

I'll help share the election info!

3/26/2026, 10:39:55 PM

That means a lot, seriously! Word of mouth from informed voters like you makes a real difference in a race like this. The April 7th date is easy to forget with everything going on, so just reminding people it exists can move the needle. Is there anything specific about Chris Taylor or the race you'd want to know more about before sharing it with others?

3/26/2026, 10:40:14 PM MMS 🟢 👑

100%

3/26/2026, 10:41:02 PM

No that's okay!! I can look into it. thank you

3/26/2026, 10:41:14 PM

Thank you, Jenna. Your support for democracy in Wisconsin truly matters. Vote Chris Taylor on April 7th!

3/26/2026, 10:41:35 PM SMS 🟢 👑

Hey Patrice, I'm a virtual assistant built by Defend Our Courts to help Wisconsin voters learn about the April 7 Supreme Court election. Our Supreme Court is an important firewall against MAGA's attacks on our rights and freedoms. Judge Chris Taylor has spent her career protecting things like voting rights, and reproductive freedom, and she needs your support. Which issue matters most to you right now? Reply and let's talk about why this election is so important.

Paid For By Defend Our Courts Don't want more texts? A quick STOP reply will unsubscribe you.

3/18/2026, 2:27:24 PM MMS 🟢 👑

I would love to know more about Chris Taylor stands on Donald Trump

3/18/2026, 2:47:15 PM

Great question! Chris Taylor believes state courts are a vital check on federal overreach. She's vowed to hold federal officials accountable if they unlawfully violate people's rights, and believes no one is above the law, including the most powerful. What aspect concerns you most, immigration enforcement, voting rights, or something else?

3/18/2026, 2:47:28 PM MMS 🟢 👑

Who eles is on the ballots

3/18/2026, 2:49:07 PM

The April 7th race is between Judge Chris Taylor and Maria Lazar. Lazar is backed by MAGA supporters and election deniers, and has a record of defending gerrymandering and strict voter ID laws that can suppress turnout. Taylor is the clear pro-democracy choice. Want to know more about how their records differ?

3/18/2026, 2:49:19 PM MMS 🟢 👑

Yes

3/18/2026, 2:51:29 PM

Taylor has spent 30 years fighting for everyday people, working for Planned Parenthood, serving in the state legislature, and now as a Court of Appeals judge. Lazar openly backed efforts to overturn 2020 election results and even ruled to expose private voter health info, which was later overturned. The contrast is pretty stark!

3/18/2026, 2:51:40 PM MMS 🟢 👑

Wow what time does the polls open

3/18/2026, 2:59:56 PM

You can find your polling place and all the voting details at [myvote.wi.gov/en-us/Find-My-Polling-Place](https://myvote.wi.gov/en-us/Find-My-Polling-Place) and check deadlines at [myvote.wi.gov/en-us/Voter-Deadlines](https://myvote.wi.gov/en-us/Voter-Deadlines). April 7th is coming up fast, so worth checking soon!

3/18/2026, 3:00:08 PM MMS 🟢 👑

Thank u for this information mrs.Taylor can count on my vote

3/18/2026, 3:01:21 PM

Thank you, Patrice. Your vote on April 7th truly matters for Wisconsin's future.

3/18/2026, 3:01:30 PM SMS 🟢 👑

Absolutely

3/18/2026, 3:02:07 PM

Great, take care!

3/18/2026, 3:02:18 PM SMS 🟢 👑



# Strategy & Execution

## Source-Controlled Knowledge Base

The virtual assistant operated on a closed information architecture. Unlike open-ended generative AI tools, **the Convos agent drew exclusively from a curated knowledge base provided by Defend Our Courts**. This was sourced from candidate websites, public records, and verified policy positions. No open-web generation. No model improvisation. Every response was traceable to an approved source document.

## ABC-Tested Conversation Starters

Three variations of the opening message were tested across the full contact list. The top-performing starter achieved a **1.15% conversation rate**. A strong benchmark at this scale, where even fractional improvements translate to thousands of additional conversations.

## 24/7 Availability

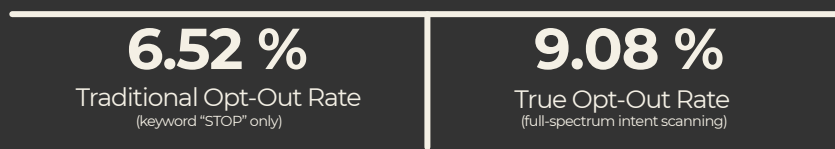
The virtual assistant **fielded questions around the clock**, meaning voters could engage on their own schedule without being constrained by volunteer shift availability.

## Real-Time Sentiment Scoring

**Every inbound reply was tagged by sentiment & topic**, allowing the team to surface high-priority contacts, track emerging voter concerns, and identify opportunities for human follow-up.

# COMPLIANCE AT SCALE

One of the most significant operational challenges in large-scale SMS outreach is maintaining clean, compliant contact lists. At 1 million+ contacts, even small compliance failures compound into serious carrier and legal exposure.



Convos scans for opt-out intent beyond the standard "STOP" keyword — catching misspellings, full phrases, and hostile responses that signal clear disengagement. This methodology identified approximately 25,000 additional contacts who wanted to disengage but whose responses would have been missed by a keyword-only system.

Every contact incorrectly retained after expressing opt-out intent represents both a compliance risk (potential TCPA exposure) and wasted spend on future sends. By catching these signals proactively, **the platform keeps lists clean, reduces carrier filtering risk, and lowers the effective cost per contact on every subsequent touch**.

## RESULTS

The virtual assistant was one component of a broader effort supporting Justice-elect Chris Taylor, who won the April 7 election and will join Wisconsin's Supreme Court for a ten-year term. Convos' role was to provide a scalable voter engagement tool.

## CONCLUSION

Wisconsin demonstrated that conversational AI voter engagement can operate at true statewide scale. We reached more than one million contacts, sent more than two and a half million messages, and had more than twenty-one thousand real conversations. All while maintaining compliance standards, conversation quality, and the kind of personalized, two-way dialogue that defines effective voter outreach.

For organizations planning large-scale engagement programs, the question is no longer whether this technology can handle the volume. It can. The question is what becomes possible when every voter who wants to have a conversation actually gets one.

