

2026 CAMPAIGNTECH AWARDS · PRODUCT TEAM OF THE YEAR

One Team. One Year.

Four people built the technology behind co/efficient's polling, modeling, texting and advocacy. Then they created a company structure where anyone can build.

AA

Alex Anderson

WL

Walker Little

JO

Jacob Orell

JB

Jessica Becks

Most product teams call one new platform a good year. This team shipped the work of several vendors.

RESEARCH

Polling engine

Intake, universe counts, lists and client dashboards in one place.

TARGETING

Modeling platform

The work campaigns usually hand to a separate modeling firm.

VOTER CONTACT

co/nnect

A texting platform built from the ground up, not rented.

ADVOCACY

Action Advocacy

Issue pages that turn a reader into a message sent.

BUILT TO ORDER

Client tools

Dashboards, trackers and features built around one client's problem.

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

WHY THIS TEAM

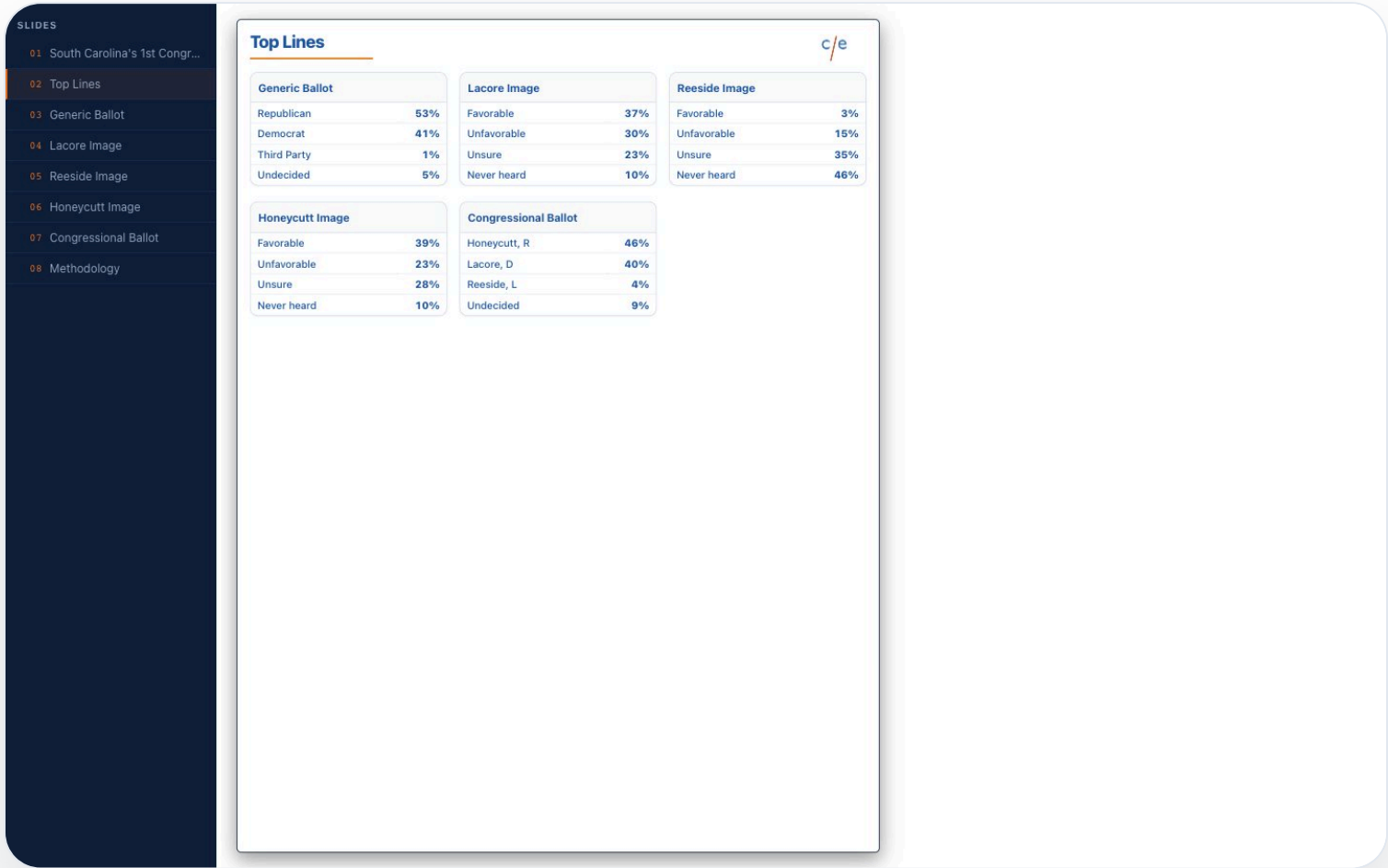
The products are only half of what you see.

The other half is what makes this a product team, not just a dev shop. They built the infrastructure, tools, boundaries and freedom that let the person closest to a problem build the fix, and they kept their own time for the problems only they can solve.

01 • POLLING ENGINE

Final questionnaire to client dashboard in 48 hours.

- Survey intake, universe counts, list workflows and dashboard production run in one environment.
- Surveys go into the field the same day the questionnaire is final.
- An AI agent inside the engine lets researchers edit data and revise analysis in plain language.



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

A voter model in two business days.

- Client-defined universes with live counts as the campaign builds them.
- Message guidance tied to the exact audience selected.
- Contact lists generated from the same workspace.

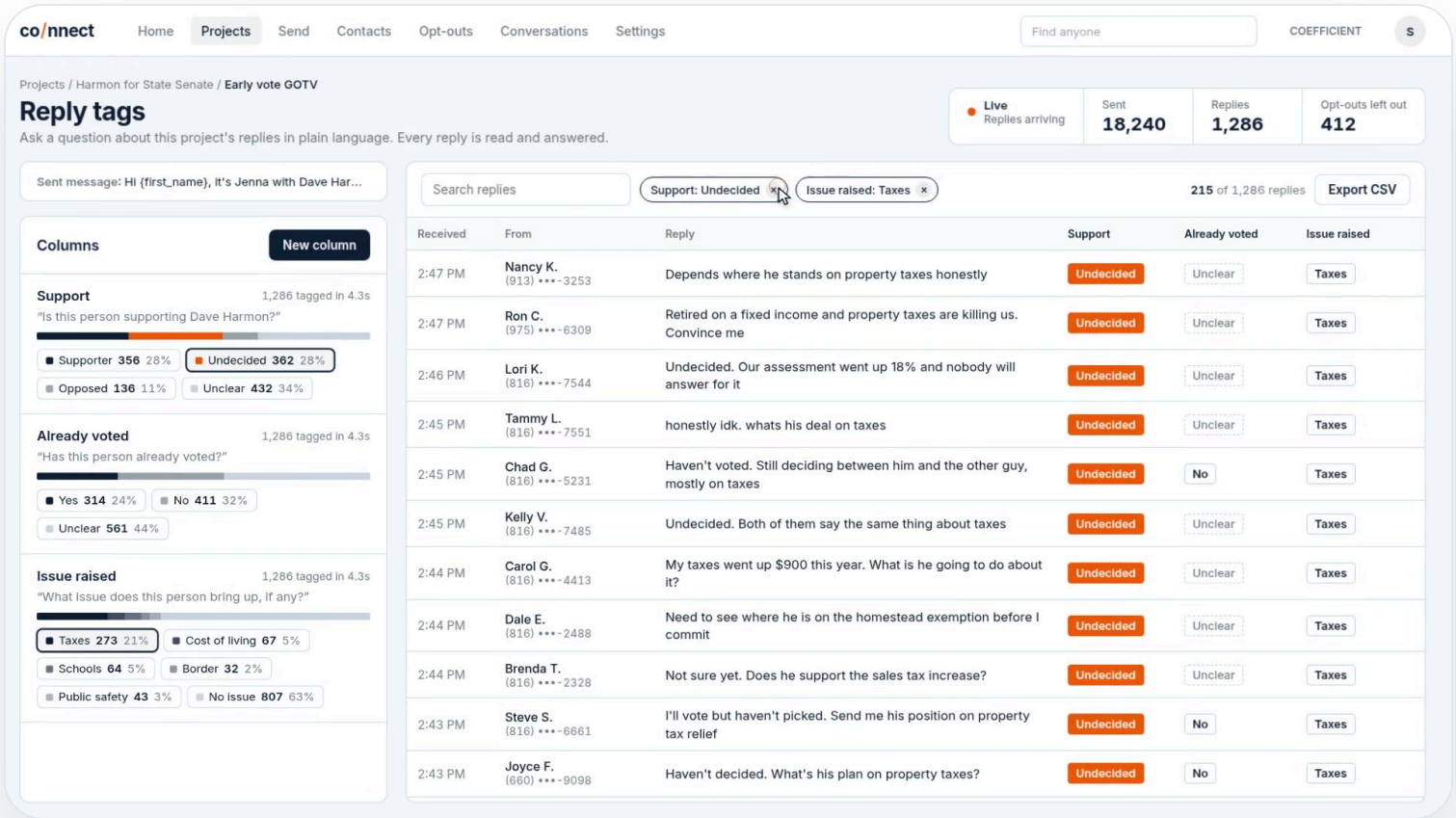
~~Several weeks~~ → **2 business days**



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

A texting platform built from the ground up.

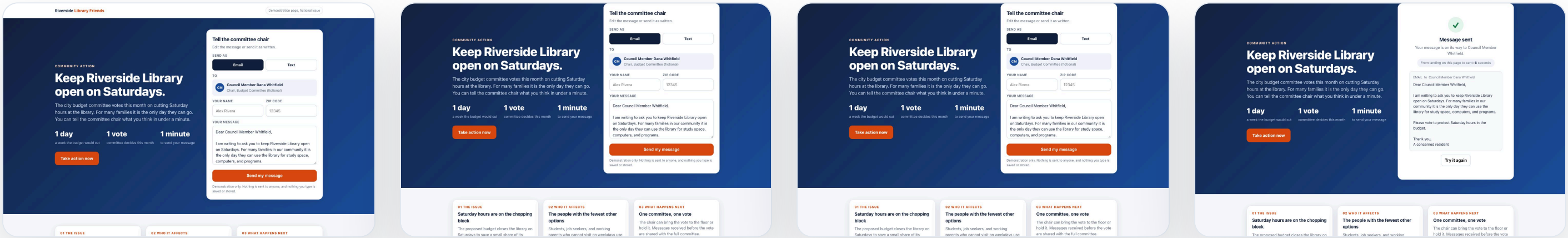
- Carrier registration, phone number acquisition and opt-out management, built in.
- A simple loop for operators: upload, create the project, send.
- Detects sending problems, pauses the campaign, alerts the team and waits for a human decision.
- Campaigns send millions of texts a day.



Reply Tags: every reply read in the context of the message that prompted it. Demo data.

From caring about an issue to a message in a decision-maker's inbox, on one page.

A personalized advocacy generator that builds pages, dashboards, live trackers and client-specific applications in minutes.



1 The issue, explained

2 Choose email or text

3 Pre-written and pre-addressed

4 Sent

Demonstration page, fictional issue.

PROOF 1 • BUILT BY THE PERSON WITH THE PROBLEM

~~3 hrs~~ →
10-20
minutes per carrier registration

Every carrier registration took Jessica roughly **three hours**.

So she spent about three hours building a tool herself. Each registration now takes roughly **10 to 20 minutes**.

A few years ago, she could have described that problem or sketched a prototype, and it would have waited in line for an engineer it was never going to reach. The environment this team built is why it didn't have to.

PROOF 2 · BUILT THE MOMENT A CLIENT ASKED

~1 hour

from client request to working feature

Shortly before a texting deadline, a client asked for a **contact-card capability**.

Walker and Jessica built it in **about an hour**.



Everyone at co/efficient can be on the product team, to whatever degree they want.

Jessica Becks, co/efficient product team

Building starts wherever the problem is.

INSIDE OUT

Staff build the tools they need.

The person closest to a workflow fixes it directly, like the registration tool, without spending scarce engineering time on it.

OUTSIDE IN

Client needs become features.

When a client asks for something that doesn't exist, the core team builds it, like the contact card in about an hour.

The four-person core team supplies the infrastructure, tools and guardrails. **Everyone else gets to build on them.**

WHAT CAMPAIGNS GET

Owning the technology changes what a client can ask for.

Faster

Same-day fielding, results in 48 hours, and a voter model in two business days instead of several weeks.

More affordable

The work is built in house, so there are no vendor markups or fees passed on to the client.

One accountable team

Fewer handoffs between vendors means fewer errors, and when a client needs something new, the people who own the code build it.

PRODUCT TEAM OF THE YEAR

Four people. Five product lines. A company where anyone can build.

AA Alex Anderson

WL Walker Little

JO Jacob Orell

JB Jessica Becks