June 4, 2013

Using Big Data for Obamacare Enrollment

President Obama used a Big Data strategy to definitively win re-election in 2012. The analytics team pulled together “vast commercial and political databases to understand the proclivities of individual voters likely to support Obama or be open to his message, and then sought to persuade them through personalized contact via Facebook, email, or a knock on the door,” reports *Bloomberg Businessweek*.

The effort was pulled together by Eric Schmidt, the executive chairman of Google. The data team incorporated after the election, called themselves Civis Analytics, and are now working with companies and nonprofits to help enroll millions of people into Obamacare.

“Google’s Eric Schmidt Invests in Obama’s Big Data Brains.”