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**From:** H

RELEASE IN PART B6

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**To:** 'monica.hanley'

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**Subject:** Pls print.

POLITICO: What's the biggest lesson someone running 2016 should learn from your campaign?

AXELROD: "You need to understand where the technology is. In 2008, this campaign kind of reinvented campaigns by using the [best] available technology. But we're light years ahead of where we were in 2008. We had to reinvent ourselves, and think about all the tools that were available to us -- that provided much richer data, much more surgical means of talking to voters. I would invest in people -- they're almost invariably young -- who understand where the technology is going and what the potential will be by 2016 for communications, for targeting, for mining data, to make precision possible in terms of both persuasion and mobilization."

POLITICO: What's the most important tool you had this time that you didn't have in '08?

AXELROD : "We had some solid accomplishments and proof points ... We knew a lot more about the electorate than we did in 2008. We could make much more precise judgments about the attitudes of voters, about what was important to individual voters, about who was likely to participate and who wasn't likely to participate. So we had great confidence in our numbers. I got reports every night -- all the senior people did -- from our analytics guys about where all these battleground states were. And they were remarkably close [to the actual result -- Joel] Benenson's polling, within a tenth of a percentage point in the battleground states. Our individual pollsters in their individual states -- incredibly close. What you want in a campaign is as little surprise as possible. Nothing happened on election night that surprised me -- nothing. Every single domino that turned over was in keeping with the model that our folks had projected."

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