



# CAMEO Network

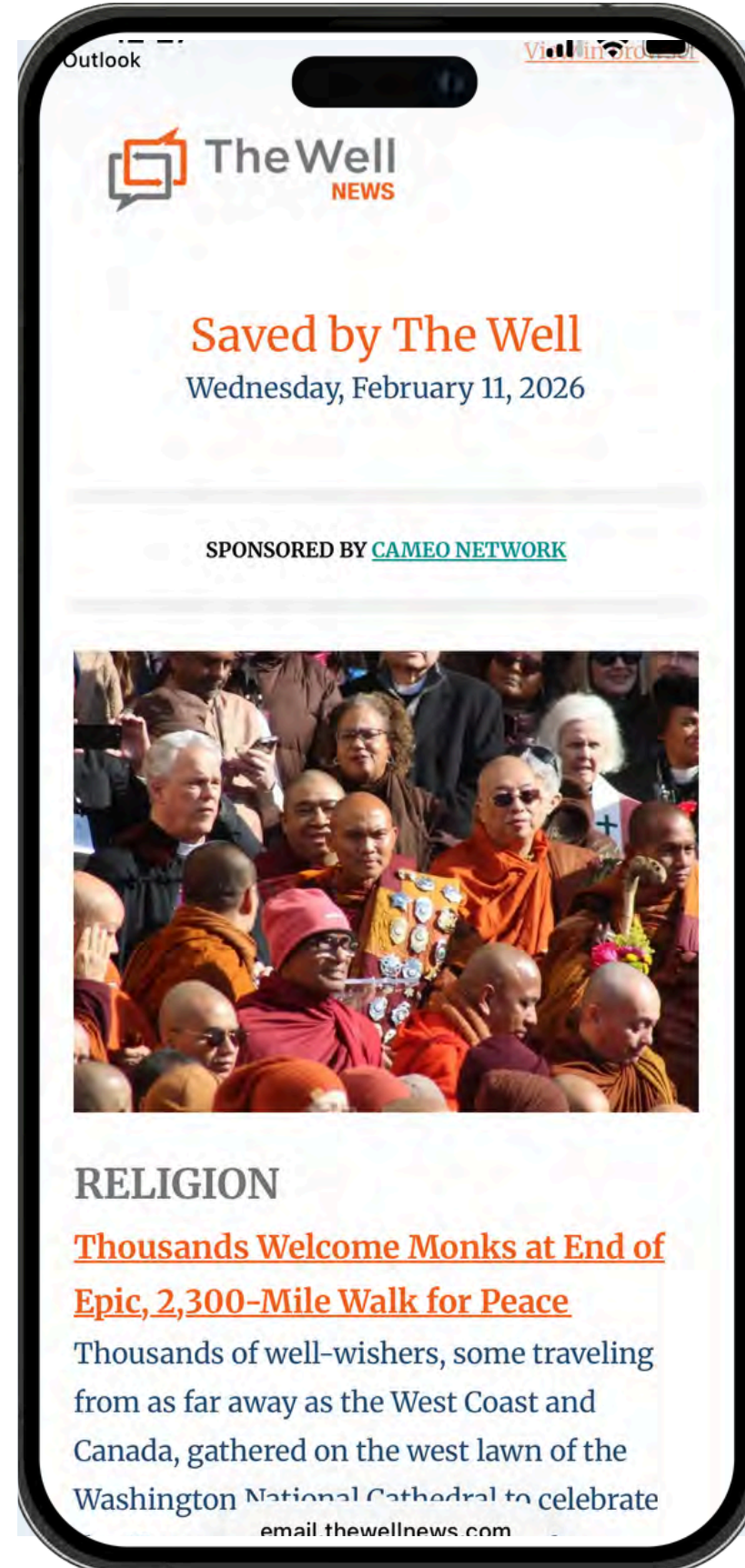
We are happy to report that CAMEO's campaign on The Well News executed a successful, targeted push that reached the exact group of policymakers that matter for CDFIs.

[WWW.THEWELLNEWS.COM](http://WWW.THEWELLNEWS.COM)

**Advertising  
Results**



& CAMEO



# Engaged audience profile

## February 2026

The following pages detail the **4,500+ TWN subscribers** who were shown CAMEO's CDFI ads in TWN's emails between February 11 and February 14.

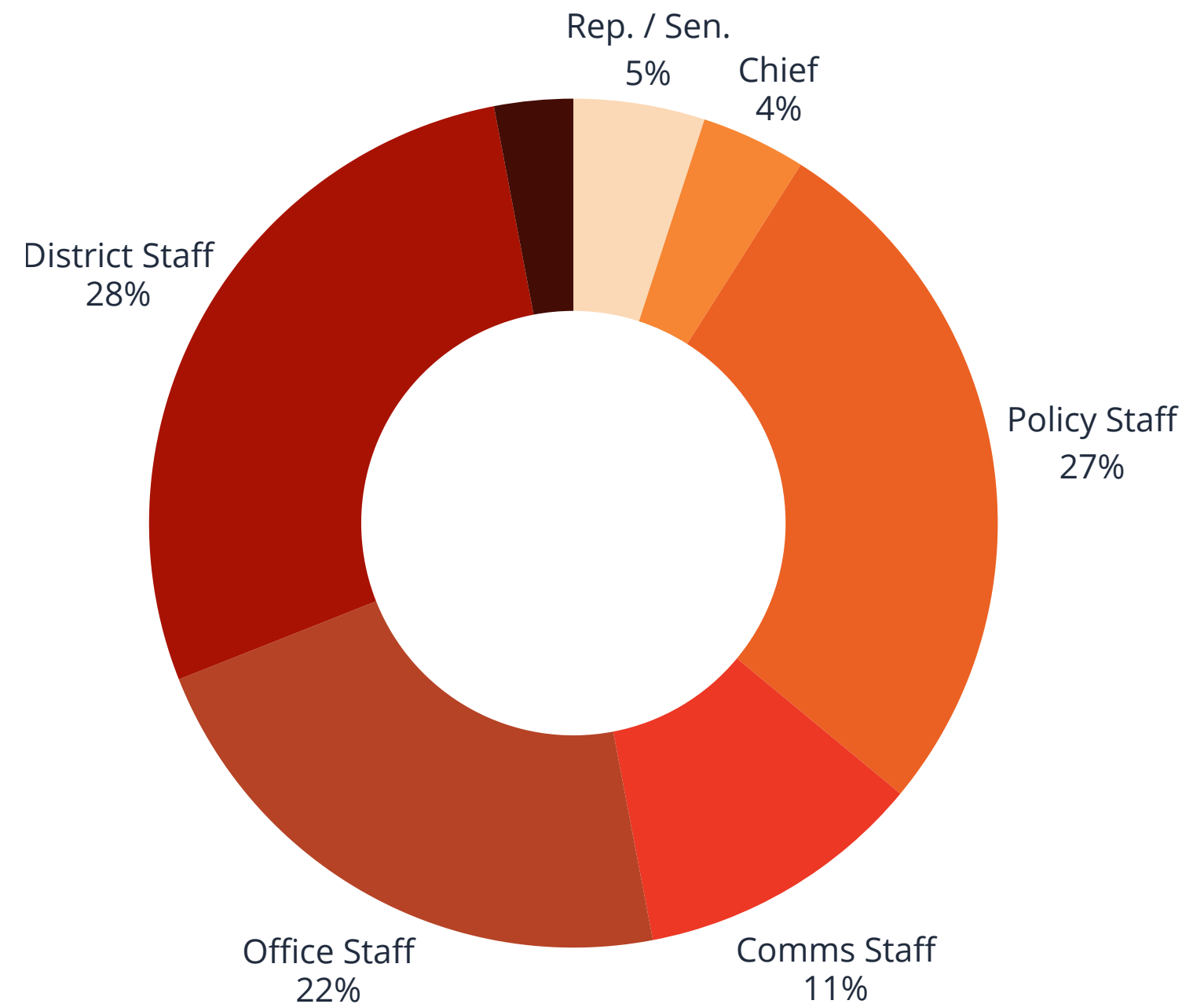
# Demographics & job title

As the audiences for the two different CAMEO messages are quite homogenous, we're sharing here a single snapshot of their combined composition.

**01.** **Gender:** the engaged audience was 59% male and 41% female.

**02.** **Age:**

- Under 25: 17%
- 25-34: 56%
- 35-44: 13%
- 45-54: 7%
- 55+: 8%





# Topline delivery & performance

## Thank You

**AUDIENCE SIZE: 2,211**

Emails delivered: 8,786

Opens: 3,223

Clicks: 246

**Click-through rate: 7.63%**

## Urge to Support

**AUDIENCE SIZE: 2,311**

Emails delivered: 9,017

Opens: 3,207

Clicks: 256

**Click-through rate: 7.98%**

*TWN's click-through rate benchmark for all advertisers across all emails is 7.8%*

# Engaged offices

256 individuals from 114 offices total clicked on a CDFI ad

1 of 3 pages

- **Allen, Rick W. (R-GA, 12th)**
- Amodei, Mark E. (R-NV, 2nd)
- Arrington, Jodey C. (R-TX, 19th)
- **Babin, Brian (R-TX, 36th)**
- **Baird, Jim (R-IN, 4th)**
- **Balderson, Troy (R-OH, 12th)**
- **Banks, Jim (R-IN)**
- Barr, Andy (R-KY, 6th)
- **Barrasso, John A. (R-WY)**
- **Barrett, Tom (R-MI, 7th)**
- **Baumgartner, Michael (R-WA, 5th)**
- **Bean, Aaron (R-FL, 4th)**
- Bice, Stephanie (R-OK, 5th)
- Biggs, Andy (R-AZ, 5th)
- **Biggs, Sheri (R-SC, 3rd)**
- **Bilirakis, Gus M. (R-FL, 12th)**
- **Blackburn, Marsha W. (R-TN)**
- **Boebert, Lauren (R-CO, 4th)**
- Bost, Mike (R-IL, 12th)
- **Brecheen, Josh (R-OK, 2nd)**
- **Budd, Ted (R-NC)**
- Burchett, Tim (R-TN, 2nd)
- **Burlison, Eric (R-MO, 7th)**
- Calvert, Ken (R-CA, 41st)
- **Cammack, Kat (R-FL, 3rd)**
- **Capito, Shelley M. (R-WV)**
- **Carter, John R. (R-TX, 31st)**
- Cline, Ben (R-VA, 6th)
- **Cloud, Michael (R-TX, 27th)**
- **Clyde, Andrew (R-GA, 9th)**
- **Crane, Elijah (R-AZ, 2nd)**
- **Crank, Jeff (R-CO, 5th)**



*Names in bold mean that at least one individual in the office clicked on an ad.*



## Engaged offices

256 individuals from 114 offices total  
clicked on a CDFI ad

2 of 3 pages

- Crenshaw, Dan (R-TX, 2nd)
- **Cruz, Ted (R-TX)**
- **Curtis, John Ream (R-UT)**
- Davidson, Warren (R-OH, 8th)
- Donalds, Byron (R-FL, 19th)
- Dunn, Neal (R-FL, 2nd)
- Ellzey, Jake (R-TX, 6th)
- **Emmer, Tom (R-MN, 6th)**
- **Ernst, Joni K. (R-IA)**
- Estes, Ron (R-KS, 4th)
- **Fallon, Pat (R-TX, 4th)**
- **Fedorchak, Julie (R-ND, At Large)**
- **Fine, Randy (R-FL, 6th)**
- **Fitzgerald, Scott L. (R-WI, 5th)**
- **Fleischmann, Chuck (R-TN, 3rd)**
- **Fong, Vince (R-CA, 20th)**
- **Franklin, Scott (R-FL, 18th)**
- **Fry, Russell W. (R-SC, 7th)**
- **Gill, Brandon (R-TX, 26th)**
- **Gimenez, Carlos A. (R-FL, 28th)**
- **Goldman, Craig (R-TX, 12th)**
- **Gonzales, Tony (R-TX, 23rd)**
- Gooden, Lance (R-TX, 5th)
- **Gosar, Paul A. (R-AZ, 9th)**
- **Graham, Lindsey (R-SC)**
- **Graves, Sam (R-MO, 6th)**
- **Griffith, Morgan (R-VA, 9th)**
- **Grothman, Glenn (R-WI, 6th)**
- **Hageman, Harriet M. (R-WY, At Large)**
- **Hagerty, Bill (R-TN)**
- Hamadeh, Abraham (R-AZ, 8th)
- **Haridopolos, Mike (R-FL, 8th)**
- **Harris, Andy (R-MD, 1st)**
- **Harris, Mark (R-NC, 8th)**
- Harshbarger, Diana (R-TN, 1st)
- **Hawley, Josh (R-MO)**
- **Hern, Kevin (R-OK, 1st)**
- **Higgins, Clay (R-LA, 3rd)**
- **Hudson, Richard (R-NC, 9th)**
- **Hunt, Wesley (R-TX, 38th)**
- **Husted, Jon (R-OH)**
- Issa, Darrell E. (R-CA, 48th)
- **Jack, Brian T. (R-GA, 3rd)**
- **Jackson, Ronny L. (R-TX, 13th)**
- **James, John (R-MI, 10th)**
- **Johnson, Mike (R-LA, 4th)**
- **Johnson, Ron (R-WI)**
- **Jordan, Jim (R-OH, 4th)**
- **Kelly, Mike (R-PA, 16th)**
- **Kennedy, John N. (R-LA)**
- **Kiley, Kevin (R-CA, 3rd)**
- **King-Hinds, Kimberlyn (R-MP, At Large)**

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- Knott, Brad (R-NC, 13th)
- **Lankford, James (R-OK)**
- **Latta, Bob (R-OH, 5th)**
- Lee, Laurel M. (R-FL, 15th)
- Lee, Mike (R-UT)
- Letlow, Julia (R-LA, 5th)
- **Loudermilk, Barry (R-GA, 11th)**
- **Lucas, Frank D. (R-OK, 3rd)**
- **Lummis, Cynthia M. (R-WY)**
- Luna, Anna P. (R-FL, 13th)
- **Luttrell, Morgan J. (R-TX, 8th)**
- Mace, Nancy (R-SC, 1st)
- **Maloy, Celeste (R-UT, 2nd)**
- Mann, Tracey R. (R-KS, 1st)
- **Marshall, Roger W. (R-KS)**
- Massie, Thomas (R-KY, 4th)
- **Mast, Brian (R-FL, 21st)**
- **McCaul, Michael (R-TX, 10th)**
- McClain, Lisa (R-MI, 9th)
- **McClintock, Tom (R-CA, 5th)**
- **McGuire, John J. (R-VA, 5th)**
- **Meuser, Dan (R-PA, 9th)**
- **Miller, Mary (R-IL, 15th)**
- Mills, Cory (R-FL, 7th)
- **Moody, Ashley (R-FL)**
- Moore, Barry (R-AL, 1st)
- **Moore, Riley (R-WV, 2nd)**
- **Moreno, Bernie (R-OH)**

- **Moylan, James (R-GU, Delegate)**
- **Mullin, Markwayne (R-OK)**
- Murphy, Greg (R-NC, 3rd)
- **Nehls, Troy E. (R-TX, 22nd)**
- **Newhouse, Dan (R-WA, 4th)**
- **Norman, Ralph (R-SC, 5th)**
- **Ogles, Andy (R-TN, 5th)**
- Onder, Bob (R-MO, 3rd)
- **Owens, Burgess (R-UT, 4th)**
- **Palmer, Gary (R-AL, 6th)**
- **Patronis, Jimmy (R-FL, 1st)**
- **Paul, Rand (R-KY)**
- Perry, Scott (R-PA, 10th)
- **Pfluger, August (R-TX, 11th)**
- Reschenthaler, Guy (R-PA, 14th)
- **Rouzer, David (R-NC, 7th)**
- **Roy, Chip (R-TX, 21st)**
- **Rulli, Michael (R-OH, 6th)**
- **Scalise, Steve (R-LA, 1st)**
- **Schmitt, Eric (R-MO)**
- Schweikert, David (R-AZ, 1st)
- **Self, Keith (R-TX, 3rd)**
- Smith, Adrian (R-NE, 3rd)
- Smith, Chris (R-NJ, 4th)
- **Smith, Jason (R-MO, 8th)**
- **Steube, Greg (R-FL, 17th)**
- **Taylor, David (R-OH, 2nd)**
- Thompson, GT (R-PA, 15th)

## Engaged offices

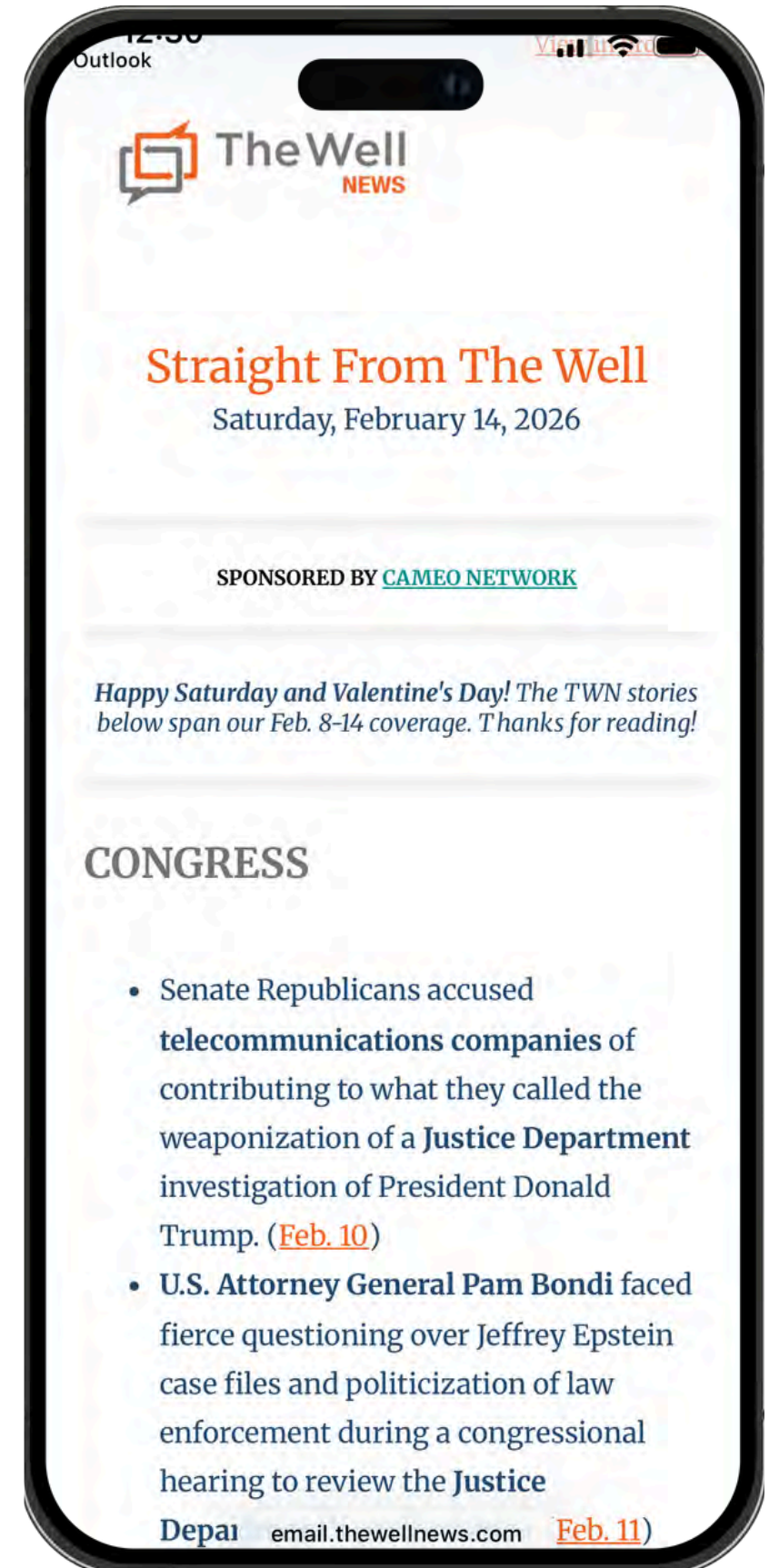
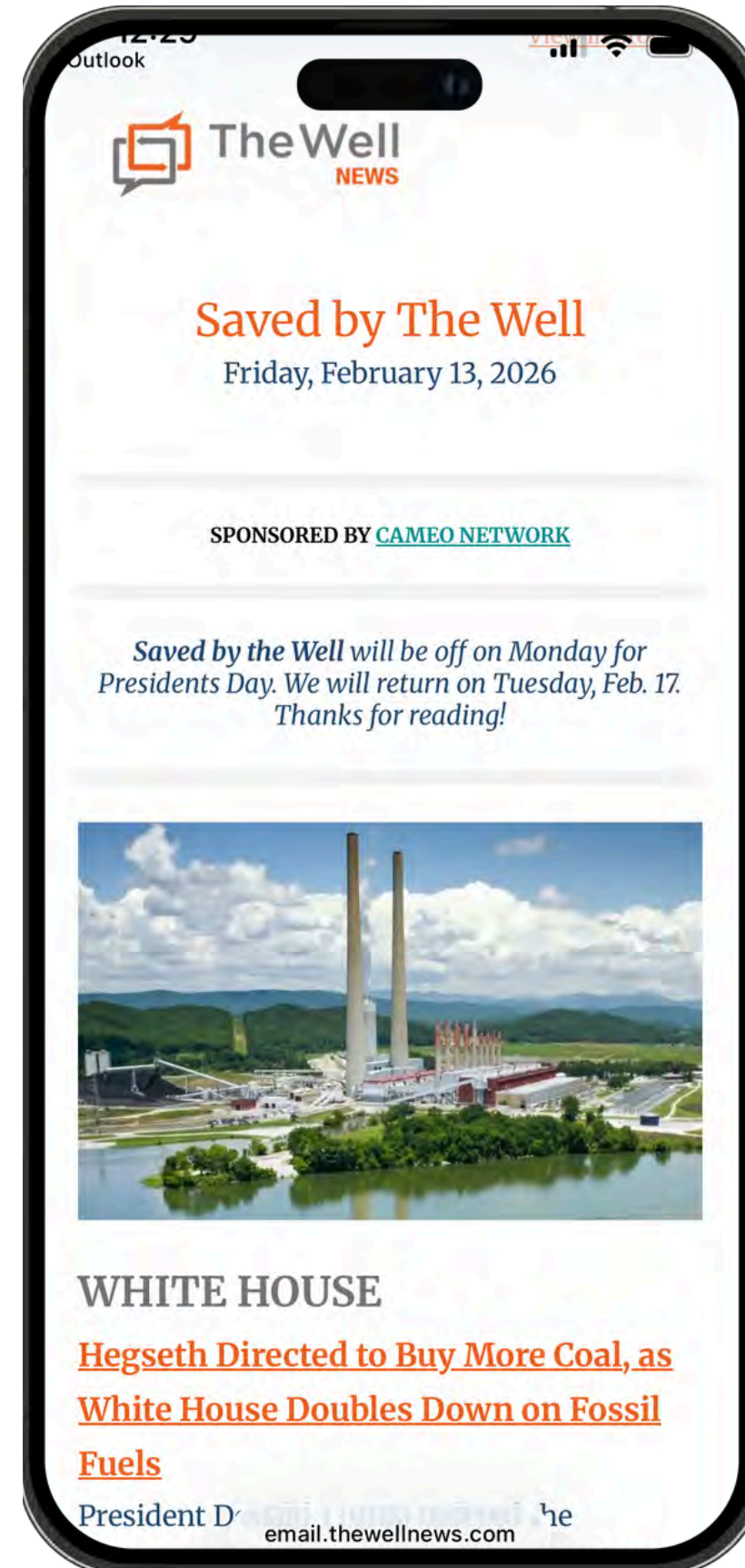
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3 of 3 pages

- Thune, John (R-SD)
- Tiffany, Tom (R-WI, 7th)
- Timmons, William (R-SC, 4th)
- **Tuberville, Tommy (R-AL)**
- Van Drew, Jeff (R-NJ, 2nd)
- **Van Duyne, Beth (R-TX, 24th)**
- **Van Epps, Matt (R-TN, 7th)**
- **Van Orden, Derrick (R-WI, 3rd)**
- **Wagner, Ann (R-MO, 2nd)**
- **Walberg, Tim (R-MI, 5th)**
- **Weber, Randy (R-TX, 14th)**
- **Webster, Daniel (R-FL, 11th)**
- **Wied, Tony (R-WI, 8th)**
- Williams, Roger (R-TX, 25th)
- **Wilson, Joe (R-SC, 2nd)**
- Wittman, Rob (R-VA, 1st)

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# Gallery



Engaged offices are continued on the following pages with offices receiving the thank you message »»»»



- Aderholt, Robert B. (R-AL, 4th)
- Alford, Mark (R-MO, 4th)
- Bacon, Don (R-NE, 2nd)
- Begich, Nick (R-AK, At Large)
- **Bentz, Cliff (R-OR, 2nd)**
- Bergman, Jack (R-MI, 1st)
- Boozman, John (R-AR)
- Bresnahan, Rob (R-PA, 8th)
- Britt, Katie B. (R-AL)
- Buchanan, Vern (R-FL, 16th)
- Carey, Mike (R-OH, 15th)
- Carter, Buddy (R-GA, 1st)
- Cassidy, Bill (R-LA)
- Ciscomani, Juan (R-AZ, 6th)
- Cole, Tom (R-OK, 4th)
- Collins, Mike (R-GA, 10th)
- Collins, Susan M. (R-ME)
- Comer, James (R-KY, 1st)
- **Cornyn, John (R-TX)**
- Cotton, Tom (R-AR)
- Cramer, Kevin J. (R-ND)
- Crapo, Mike (R-ID)
- Crawford, Rick (R-AR, 1st)
- Daines, Steve (R-MT)
- **De la Cruz, Monica (R-TX, 15th)**
- DesJarlais, Scott (R-TN, 4th)

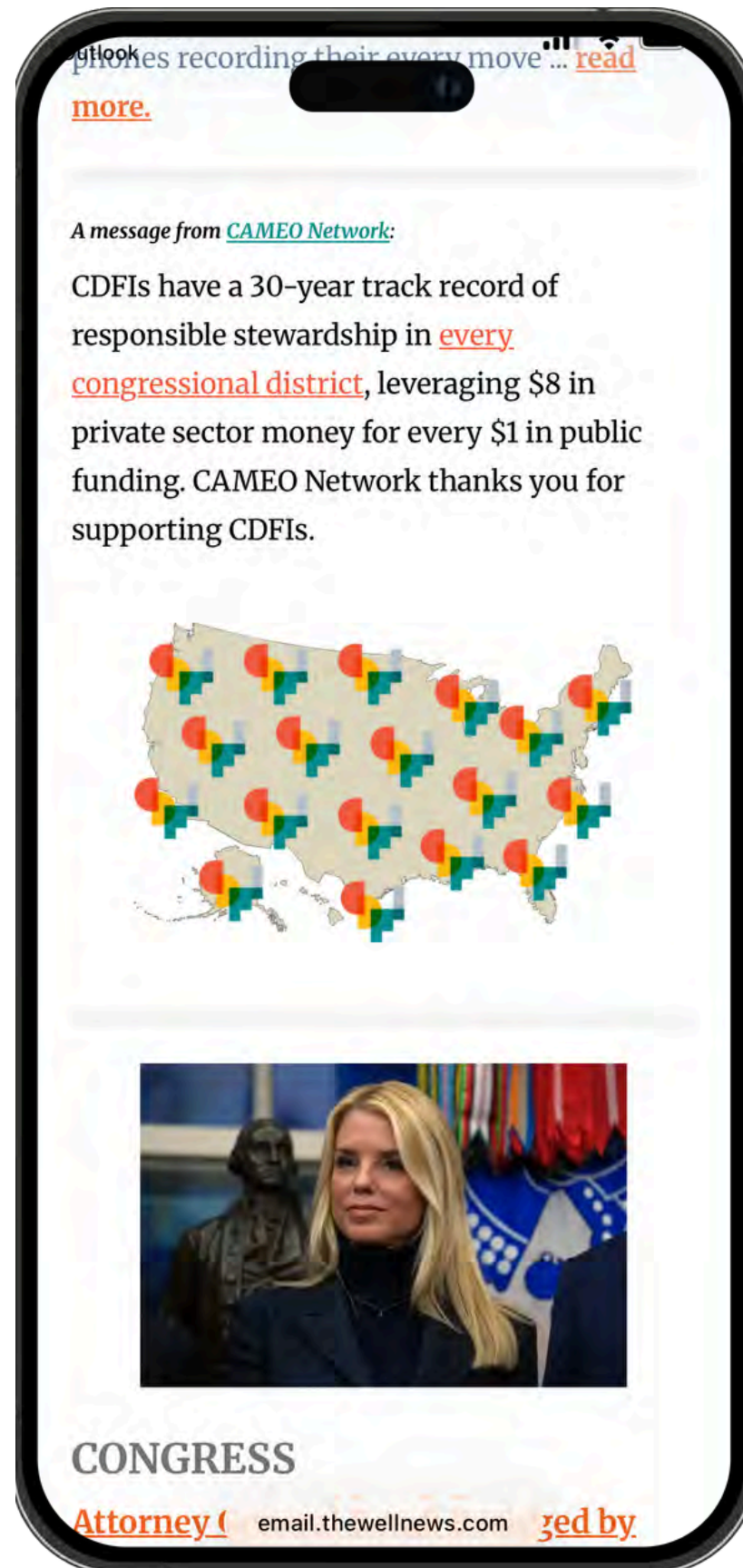
# Engaged offices

246 individuals from 94 offices clicked  
on a CDFI ad  
1 of 2 pages

- Diaz-Balart, Mario (R-FL, 26th)
- Downing, Troy (R-MT, 2nd)
- Edwards, Chuck (R-NC, 11th)
- **Evans, Gabe (R-CO, 8th)**
- Ezell, Mike (R-MS, 4th)
- Feenstra, Randy (R-IA, 4th)
- Finstad, Brad (R-MN, 1st)
- **Fischbach, Michelle L. (R-MN, 7th)**
- Fischer, Deb (R-NE)
- Fitzpatrick, Brian K. (R-PA, 1st)
- Flood, Mike (R-NE, 1st)
- Foxx, Virginia (R-NC, 5th)
- Fulcher, Russ (R-ID, 1st)
- **Garbarino, Andrew R. (R-NY, 2nd)**
- Grassley, Chuck (R-IA)
- Guest, Michael (R-MS, 3rd)
- Guthrie, Brett (R-KY, 2nd)
- Harrigan, Pat (R-NC, 10th)
- Hill, French (R-AR, 2nd)
- **Hinson, Ashley (R-IA, 2nd)**

- Hoeven, John (R-ND)
- Houchin, Erin (R-IN, 9th)
- Huizenga, Bill (R-MI, 4th)
- **Hurd, Jeffrey S. (R-CO, 3rd)**
- Hyde-Smith, Cindy (R-MS)
- **Johnson, Dusty (R-SD, At Large)**
- Joyce, Dave (R-OH, 14th)
- Joyce, John (R-PA, 13th)
- Justice, Jim (R-WV)
- Kean, Tom (R-NJ, 7th)
- Kelly, Trent (R-MS, 1st)
- Kennedy, Michael (R-UT, 3rd)
- Kiggans, Jen (R-VA, 2nd)
- Kim, Young O. (R-CA, 40th)
- Kustoff, David (R-TN, 8th)
- LaHood, Darin (R-IL, 16th)
- LaLota, Nick (R-NY, 1st)
- **Langworthy, Nick (R-NY, 23rd)**
- Lawler, Michael (R-NY, 17th)
- Mackenzie, Ryan E. (R-PA, 7th)
- Malliotakis, Nicole (R-NY, 11th)
- McConnell, Mitch (R-KY)
- McCormick, Dave (R-PA)
- McCormick, Richard (R-GA, 7th)
- **McDowell, Addison (R-NC, 6th)**
- Messmer, Mark Brian (R-IN, 8th)

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# Engaged offices

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2 of 2 pages

- **Miller-Meeks, Mariannette (R-IA, 1st)**
- **Miller, Carol D. (R-WV, 1st)**
- **Miller, Max L. (R-OH, 7th)**
- Moolenaar, John (R-MI, 2nd)
- **Moore, Blake (R-UT, 1st)**
- **Moore, Tim K. (R-NC, 14th)**
- **Moran, Jerry (R-KS)**
- **Moran, Nathaniel (R-TX, 1st)**
- **Murkowski, Lisa (R-AK)**
- Nunn, Zach (R-IA, 3rd)
- **Oberholte, Jay (R-CA, 23rd)**
- **Ricketts, Pete (R-NE)**
- **Risch, James E. (R-ID)**
- Rogers, Hal (R-KY, 5th)
- **Rogers, Mike (R-AL, 3rd)**
- Rose, John W. (R-TN, 6th)
- **Rutherford, John (R-FL, 5th)**
- **Salazar, Maria E. (R-FL, 27th)**
- Schmidt, Derek (R-KS, 2nd)

- Scott, Austin (R-GA, 8th)
- **Scott, Rick (R-FL)**
- **Scott, Tim (R-SC)**
- **Sessions, Pete (R-TX, 17th)**
- **Sheehy, Tim (R-MT)**
- **Shreve, Jefferson Scott (R-IN, 6th)**
- **Simpson, Mike (R-ID, 2nd)**
- Smucker, Lloyd K. (R-PA, 11th)
- **Spartz, Victoria (R-IN, 5th)**
- **Stauber, Peter (R-MN, 8th)**
- **Stefanik, Elise (R-NY, 21st)**
- **Steil, Bryan G. (R-WI, 1st)**
- Strong, Dale W. (R-AL, 5th)
- **Stutzman, Marlin A. (R-IN, 3rd)**
- **Sullivan, Dan (R-AK)**
- **Tenney, Claudia (R-NY, 24th)**
- **Tillis, Thom (R-NC)**
- Turner, Michael R. (R-OH, 10th)
- **Valadao, David G. (R-CA, 22nd)**
- **Westerman, Bruce (R-AR, 4th)**
- **Wicker, Roger F. (R-MS)**
- **Womack, Steve (R-AR, 3rd)**
- **Yakym, Rudy (R-IN, 2nd)**
- **Young, Todd C. (R-IN)**
- **Zinke, Ryan K. (R-MT, 1st)**

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# THANK YOU

CAMEO NETWORK



The Well News is an independent, American news organization that provides unbiased, well-researched and thought-provoking content on multiple platforms.

WWW.THEWELLNEWS.COM