

October 14, 2025



FullPAC Acquires Advocacy Lab, Bolstering AI-Powered Campaign Technology Leadership

VIRGINIA BEACH, VA , Oct. 14, 2025 (GLOBE NEWSWIRE) -- [FullPAC, Inc.](#), a leading nonpartisan campaign technology provider trusted by over 5,000 political organizations and nonprofits, today announced the acquisition of [Advocacy Lab](#) LLC ("Advocacy Lab"), a rapidly growing AI-optimized platform changing political campaign content creation. This strategic move strengthens FullPAC's dominance in voter engagement by integrating Advocacy Lab's cutting-edge AI tools with FullPAC's industry-leading [RoboCent](#) platform.

Advocacy Lab empowers campaigns to create high-quality, branded content, including social media posts, text messages, direct mail, and soon, videos for TikTok, YouTube, TV, and X, in minutes. Launched this summer by Gen Z co-founders, Advocacy Lab has already onboarded over 600 consultants and campaigns, with approximately 200 converting to paid users on a minimal marketing budget, without any outside investment. This growth underscores Advocacy Lab's potential in the political technology landscape.

"Advocacy Lab is transforming how campaigns communicate, much like television reshaped political strategy in the 1960s," said Travis Trawick, CEO and Founder of FullPAC. "By pairing their AI-driven content creation with RoboCent's robust voter outreach tools, we're enabling campaigns to deliver personalized, high-impact messaging to voters at scale for as little as one cent per voter. We believe that this end-to-end solution puts FullPAC in a position to capture a larger share of campaign spending, akin to the moment Amazon began expanding beyond books."

The acquisition creates a powerful synergy: Advocacy Lab's AI-generated templates streamline content production, while RoboCent's compliant peer-to-peer (P2P) text messaging, voice messaging, voter microtargeting, and direct mail integration, deliver that content directly to voters with unmatched efficiency.

FullPAC's nonpartisan platform, backed by rigorous compliance standards and a Gold Membership in the American Association of Political Consultants, serves clients from grassroots to national campaigns. With this acquisition, FullPAC is poised to meet the increased demand of the 2026 campaign cycle with seamless, data-driven tools to win elections.

For more information, visit [GOTV.com](#).

About FullPAC, Inc.

FullPAC is a preeminent technology company revolutionizing voter communication for political campaigns and nonprofits. Its RoboCent platform offers a robust, compliant suite of tools, including P2P text and voice messaging, voter data analytics, and integrated digital

solutions. Nonpartisan and data-driven, FullPAC empowers thousands of organizations to mobilize voters effectively and win elections. Learn more at GOTV.com.

Legal Disclaimer

This press release contains certain "forward-looking" statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements may be identified by the use of "forward-looking" terminology such as "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "might," "plan," "potential," "predict," "should," or "will," or the negative thereof or other variations thereon or comparable terminology. In particular, statements about our expectations, beliefs, plans, objectives, assumptions or future events or performance are "forward-looking" statements. These forward-looking statements involve significant risks and uncertainties that could cause the actual results to differ materially from the expected results.

We have based these "forward-looking" statements on our current expectations, assumptions, estimates and projections. While we believe these expectations, assumptions, estimates and projections are reasonable, such "forward-looking" statements are only predictions and involve known and unknown risks and uncertainties, many of which are beyond our control. These and other important factors may cause our actual results, performance or achievements to differ materially from any future results, performance or achievements expressed or implied by these "forward-looking" statements.

Given these risks and uncertainties, you are cautioned not to place undue reliance on these "forward-looking" statements. The forward-looking statements included in this press release are made only as of the date hereof. We do not undertake and specifically decline any obligation to update any of these statements or to publicly announce the results of any revisions to any of these statements to reflect future events or developments.

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Advocacy Lab LLC