



Hello,

Deep Root assisted our clients in achieving some big wins last week—and we want to congratulate all of them up and down the ticket and across the United States on their many successes!

2024 Election by the Numbers



Microtargeting Projects

In this cycle Deep Root completed **62** Microtargeting Projects and built over **3,000** custom models—which allowed us to make over **7 Billion** individual voter predictions.

Media Tools Deployed ▼

- 900+ Audience Segments Distributed
- 30 Paid Media Dashboards Built
- 20 Earned Media Dashboards Built
- 18 Media Optimization Dashboards Built

Electoral Wins ▼

Incumbents

17 out of 18 of Deep Root’s Incumbent clients were reelected.

Newly Elected

Deep Root Analytics played a crucial role in helping elect a strong slate of new leaders by contributing to the successful election of **5 U.S. Senators, 1 Attorney General, 1 Congressman, 8 State Legislators, and 15 Court of Appeals Judges.**

Chambers Flipped

Deep Root worked to flip **2 Chambers** to Republican control including the **United States Senate** and the **Michigan State House of Representatives**

Ballot Initiatives Won

Deep Root Analytics played a pivotal role in the successful outcome of **3 ballot initiatives**, including **"No" on Florida Amendments 3 and 4, and "Yes" on Missouri Amendment 2.**

For over 20 years, we have been pioneers in using data to drive persuasion and mobilization.

CONGRESSIONAL LEADERSHIP FUND

SENATE LEADERSHIP FUND

NRSC

RSLC

KEYSTONE RENEWAL

MIKE LAWLER CONGRESS

RGAC

RAGA REPUBLICAN ATTORNEYS GENERAL

JUDICIAL FAIRNESS POLITICAL ACTION COMMITTEE

YES ON AMENDMENT 2 FOR MISSOURI EDUCATION

VOTE NO ON 3

VOTE NO ON 4

Reach out to learn more about Deep Root tools today: sales@deeprootanalytics.com

Executive Summary: In the 2024 cycle, The Deep Root Analytics team managed a diverse book of business and played a central role to many important efforts.

Below are some macro stats to highlight the breadth of our work:

- 62 Microtargeting Projects Conducted
- 3,000+ Custom Models Built
- 7 Billion+ Individual Predictions Made
- 900+ Segments Distributed to Digital Platforms
- 30 Paid Media Dashboards Built
- 20 Earned Media Dashboards Built
- 18 Media Optimization Dashboards Built
- 17 out of 18 Incumbents Re-Elected

Newly Elected Leaders:

- 4 US Senators-Elect

- 1 Governor-Elect
- 1 Attorney General-Elect
- 1 Congressman-Elect
- 8 State Legislators-Elect
- 14 Texas Court of Appeals Judges

2 Legislative Chambers Flipped to GOP Majority Control:

- United States Senate
- Michigan State House of Representatives

3 Statewide Ballot Initiative Wins:

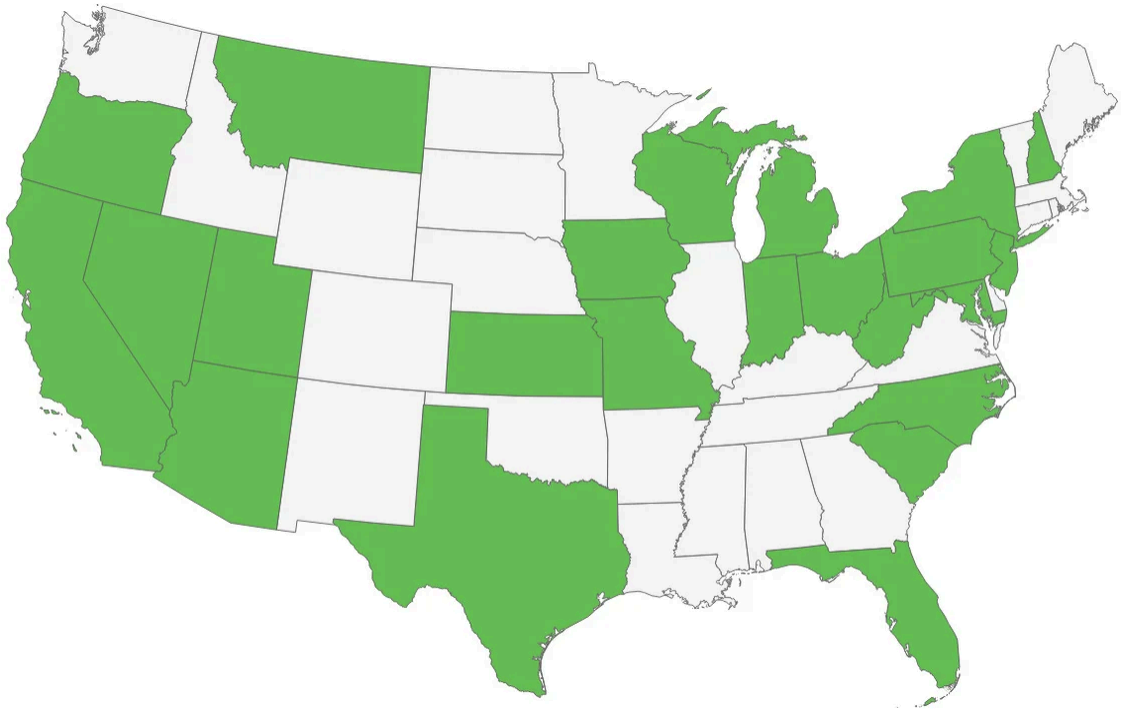
- No on Florida Amendment 3
- No on Florida Amendment 4
- Yes on Missouri Amendment 2

Deep Root’s work included partnering with many top-tier organizations like the National Republican Senatorial Committee (NRSC) and Senate Leadership Fund (SLF) that achieved a 53-seat GOP majority in the United States Senate. As well as the Congressional Leadership Fund (CLF), who have now officially held the GOP majority in the United States House of Representatives.

We also worked with many affiliated PACs and outside organizations that put the work in to boost candidates at every level of the ballot — some of those include:

- Keystone Renewal PAC which supported many efforts to aid Senator-Elect Dave McCormick’s campaign to unseat Bob Casey.
- The Republican State Leadership Committee (RSLC) and the Michigan Freedom Fund (MFF) who were able to take back control of the of the Michigan State House of Representatives, breaking a Democrat-trifecta in the state.
- In the Oregon State Legislature, we helped empower our clients to prevent the Democrats from regaining the supermajority in the state house, which they lost in 2022.
- Judicial Fairness PAC in Texas who were able to accomplish a historic clean sweep of 15 competitive Court of Appeals districts in Houston, Dallas, and San Antonio districts.
- “Por Texas” a new project to engage with Hispanic voters on behalf of the GOP in Texas proved very successful—13 out of the 15 counties with the largest rightward swings since 2016 are in Texas and are Hispanic-majority counties.
- Protecting Americans Action Fund worked across 9 different states to elect and defend District Attorneys — Deep Root was able to help them win 11 of their 13 races, and flip 3 of those districts from blue to red.

Deep Root’s Nationwide Reach in 2024



Some of our other clients ranged from the most closely watched and hotly contested races in the country, to key statewide ballot initiatives. We were honored that our targeted audiences, media optimization tools, and audience activations contributed to their victories:

Federal:

- National Republican Senatorial Committee (NRSC)
- Senate Leadership Fund (SLF)
- Senator-Elect Tim Sheehy (MT)
- Senator-Elect Dave McCormick (PA)
- Senator-Elect John Curtis (UT)
- Senator-Elect Bernie Moreno (OH)
- Senator-Elect Jim Justice (WV)
- Congressional Leadership Fund
- Congresswoman Young Kim (CA-40)
- Congressman Zach Nunn (IA-03)
- Congressman Ryan Zinke (MT-01)
- Congressman Nick LaLota (NY-01)
- Congressman Mike Lawler (NY-17)
- Congressman-Elect Tom Barrett (MI-07)

State:

- Governor-Elect Mike Braun (IN)
- Governor Greg Gianforte (MT)
- Republican Governors Association (RGA)
- Republican State Leadership Committee (RSLC)
- Michigan Freedom Fund (MFF)
- Republican Attorneys General Association (RAGA)
- Attorney General-Elect Dave Sunday
- Judicial Fairness PAC
- Protecting Americans Action Fund

Ballot Initiatives:

- No on Florida Amendment 3: Adult Personal Use of Marijuana
- No on Florida Amendment 4: Limit Government Interference with Abortion
- Yes on Missouri Amendment 2: Sports Betting

Our audiences and media optimization tools were instrumental in the victories of candidates and causes up and down the ballot across the United States of America. We’re thrilled with the level of insight and targeting our team was able to provide to our clients to pull off so many historic wins this election.

All the best,

Jonathan Duke

Vice President, Business Development and Client Service

Deep Root Analytics

ABOUT DEEP ROOT

Deep Root is an audience-powered analytics company that not only builds your campaign’s ideal audiences, but then optimizes your advertising based on how those audiences consume media, integrates them into platforms for linear, addressable and digital ad delivery, and measures how your audiences are being impacted by paid and earned media.

Deep Root builds your custom audiences by leveraging its analytics, targeting, and metrics infrastructure to produce a variety of highly accurate probabilities for every individual. These probabilities are built off its in-house national file that is rich with consumer and behavioral data, vote history, and driven by large-sample custom surveys. Deep Root then matches those audiences into observed TV viewership data to inform audience distribution across the media landscape. These state-of-the-art targeting capabilities ultimately result in more effective and cost-efficient advertising campaigns.

For more information, follow [@DeepRootX](#) and visit [deeprootanalytics.com](#).

Deep Root Analytics, 3100 Clarendon Blvd, Suite 900, Arlington, VA 22201

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