

A NEW ERA OF

DATA DRIVEN TV CAMPAIGNS



We analyzed:

77 TARGET GROUPS

comprised of:
45,983,978 PEOPLE in
34,801,716 HOUSEHOLDS

We matched those target groups into



CUSTOM RATINGS DATA

was matched into

488

different **RATE CARDS**

2,624

DAYS of ad occurrence data from CMAG

We tracked

56

REPUBLICAN ADVERTISERS spending

\$145.6M

on broadcast to air

522

CREATIVES across

310,460

AIRINGS that equaled

2.12M

GROSS RATINGS POINTS and

1.4B

IMPRESSIONS

71

DEMOCRATIC ADVERTISERS spending

\$147.9M

on broadcast to air

395

CREATIVES across

285,601

AIRINGS that equaled

1.85M

GROSS RATINGS POINTS and

1.17B

IMPRESSIONS

289 WEEKS of set top box television viewing data, generating custom target ratings across

119 MEDIA MARKETS for

798

BROADCAST TV STATIONS that aired

31,627

PROGRAMS

2,583

CABLE TV STATIONS that aired

149,996

PROGRAMS

We displayed our integrated data sets across

248

INTERACTIVE DASHBOARDS &

249

DIFFERENT REPORTS

We used these data and reports to optimize

\$90.9M

OF TELEVISION SPENDING on behalf of our clients, generating

1.1M

TARGETED GROSS RATINGS POINTS on broadcast TV

993M

TARGETED IMPRESSIONS

We also optimized

\$20M

worth of **CABLE TV SPENDING**

Assuming our standard lift of 15%, we're responsible for at least

\$13.6M

in **EFFICIENCY**

148.9M

in **EXTRA IMPRESSIONS**

169,135

in **EXTRA TARGETED RATINGS POINTS**

DeepRootAnalytics.com

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