

## 2014 CASE STUDY:

# Use of DRA Audiences in a Competitive Senate Seat



## Situational Analysis:

In the early fall of 2014, Deep Root Analytics was retained by a Super PAC for its anticipated advertising campaign around a competitive Senate seat. The Super PAC employed Deep Root's proprietary pre-built Audiences to help them plan and execute their buys within a short time frame for a high profile race. A Deep Root Audience is an "off-the-shelf" voter segmentation product based upon a strategic set of demographic, media consumption, and consumer behavior variables pre-defined by Deep Root Analytics. Importantly, the voter scoring used to produce the universe models accounts for political differences between markets.

While the Deep Root Audience used by the Super PAC were not tailored to this particular race, as would be done with a custom Deep Root project, these data-enhanced universes provided the PAC with in-depth, metrics-based segmentation beyond what is available with standard Nielsen demographics. The Super PAC ultimately decided to plan and execute their buy based off of the Deep Root "Swing" Audience. Using this data, here's what they were able to accomplish with their broadcast and cable television buy:

- 1 SAVINGS & IMPACT:** By using Deep Root data, the client achieved an **estimated savings of 40%** and for that value was able to put up more than 9,000 extra target rating points.
- 2 COMPETITIVE WITH OTHER ADVERTISERS:** Compared to another similarly funded advertiser in the race, our client spent nearly \$200,000 less on 210 fewer ads but was able to **match their gross targeted ratings points.**
- 3 A BALANCED BUY:** Across all advertisers in the race, Deep Root's client had the **highest average target rating** on broadcast (a 5.4) while also reaching a high quality audience with a 105 target index score.
- 4 HIGH QUALITY CABLE:** The client had the highest quality cable buy of all advertisers with an average target index score of 153 – meaning they were **53% more likely to hit their swing target** than a standard buy. And they did this while spending less than other advertisers on cable.
- 5 MAXIMUM UNDUPLICATED REACH:** With this data, the client had the most diverse buy of all advertisers, maximizing the campaign's unduplicated reach across 31 different networks, almost **twice as many as the next closest advertiser.**
- 6 DOMINANCE:** The client was the sole advertising presence across 7 high quality cable networks, where they were between **69% and 155% more likely** to hit their target.

Regardless of how we look at it, these pre-built Deep Root Audiences allowed the Super PAC to be the most influential advertiser of the race, and allowed them to do so quickly and affordably.

**Deep Root Audiences are a cost-effective way of making an impact for your campaigns.**

**Deep Root Analytics**, an innovator in predictive media analytics, surfaces hidden data insights and provides greater efficiency, effectiveness and accountability so your media buying decisions can be deeply rooted in data.

For more information on Deep Root's work in 2014, visit:

**DeepRootAnalytics.com**

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