

Early Targeted Television by Portman Leads to Victory in Battleground Ohio



Client: Portman for Senate
Race: U.S. Senate Ohio

Running any statewide political campaign is an enormous undertaking, but running such a campaign in a larger, politically important state like Ohio can be especially difficult. Add to that the political uncertainty heading into the 2016 presidential race and an opponent who was a popular Democratic governor in the Buckeye State and the odds

certainly look like they are stacked against you. Incumbent Ohio Senator Rob Portman knew the challenges he faced heading into the 2016 U.S. Senate election and, as a result, he and his team sought early counsel on every aspect of their campaign – from polling and segmentation to voter contact and media strategy.

1 Early adoption of TV targeting helped turn a Democrat pick-up opportunity to a Republican hold.

Importantly, Senator Portman and his team signed on with Deep Root Analytics for television targeting in the spring of 2015 ensuring that they were equipped with the tools and technology necessary to win the air war well in advance of the November 2016 election. Armed with 9 custom microtargeted voter universes from the campaign, Deep Root worked with Mentzer Media to help the campaign plan and execute a data driven \$15 million television buy across 10 Ohio media markets – all by early May 2016. By laying down such a large media buy at an early date, the Portman campaign sent a clear message to its opponent that it was ready to battle.

In a top-tier Senate race that had been clearly targeted by the Democrats, it was critically important that the Portman campaign work with Deep Root Analytics to find as many hidden efficiencies as possible through the use of targeted audience-centric ratings data. By doing so, the campaign could buy advertising time where the most targets were watching as well as time where their opponents were unlikely to be. This strategic advantage was made even more important by the influx of sponsors due to the Presidential race. By leveraging Deep Root early in the cycle, our client was able to be surgical and deliberate



with its television strategies. This ultimately provided them the upper hand against the 12 Democratic advertisers that were on the air against Senator Portman. Additionally, it ensured that the campaign's messages stood out in the crowd of Republican advertising and resonated with the right audiences.

By May 2016 the Portman campaign had already placed a \$15M targeted TV buy across 10 DMAs.

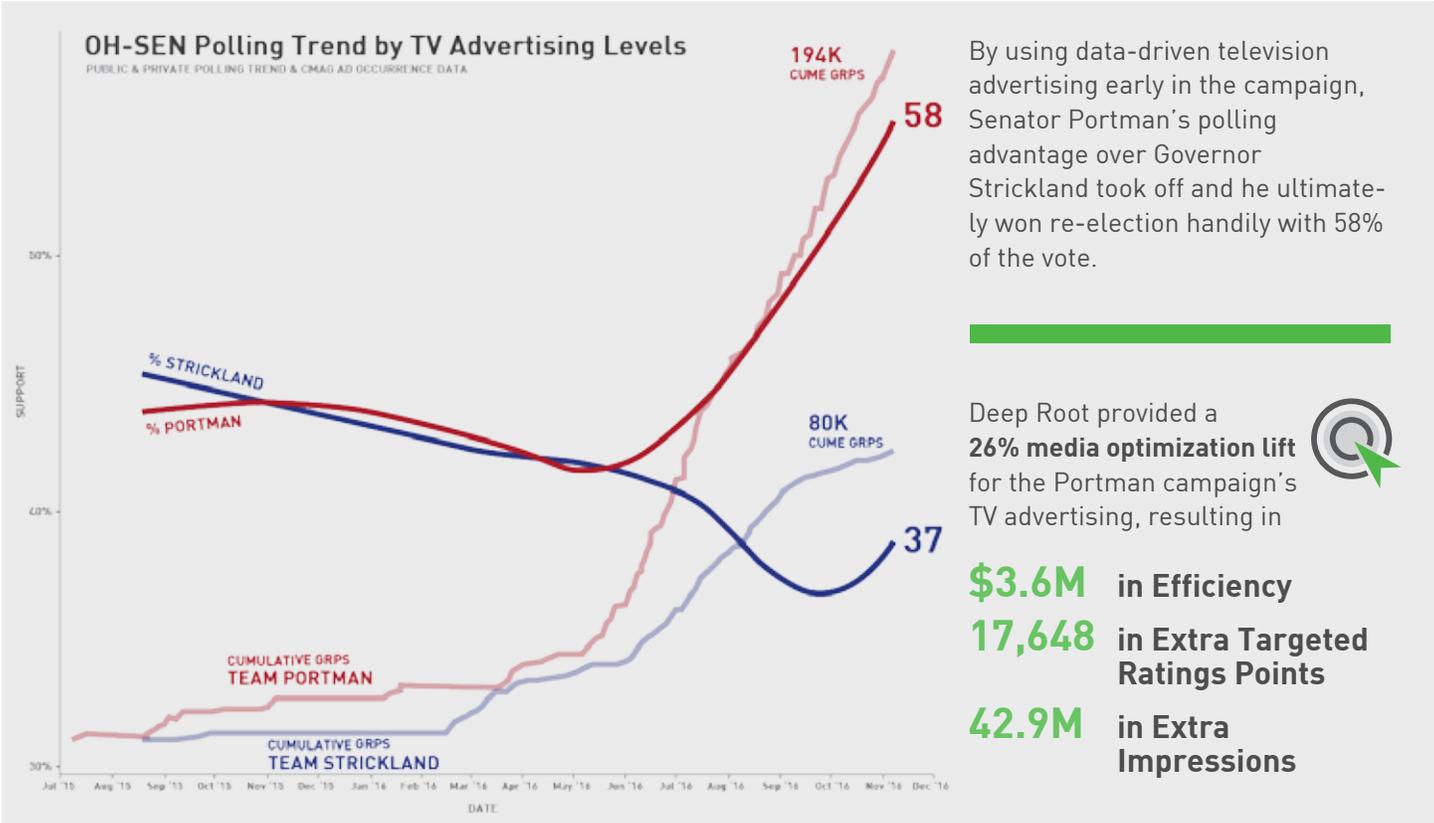
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Early adoption of TV targeting allowed the Portman campaign to fully integrate advanced media analytics with its decision-making.

As the race progressed and media buys were placed, Deep Root continuously matched ad occurrence data from CMAG, FCC and earned media data to the specific voter universes selected by the Portman campaign to measure not only their respective ad buys, but the buys of their allies. Deep Root provided quick and actionable insights to the media buying team as to where there might be unnecessary overlap or places where more ads were needed. In addition to this, Senator Portman's team was able to measure the numerous opponent sponsors' progress on paid and earned media against each of its specific targets. As an example, this kind of situational awareness allowed the Senator's team to have visibility into what kind of creative and messages were run by opponents in each market and how to respond to them if necessary.

Early investment in TV targeting, and the resulting cumulative targeted rating points, laid the groundwork for Sen. Portman's ballot improvement.

Ultimately this early investment in targeted television paid remarkable dividends, both in terms of polling improvement and ultimately at the ballot box. Looking at Senator Portman's polling average along with the cumulative targeted rating points on broadcast television, we can see a distinct relationship between the two.



Deep Root Analytics leverages media analytics to surface hidden data insights and provides greater efficiency, effectiveness and accountability for media buying decisions. Using proprietary methodology, Deep Root Analytics matches first-party target data to a blended set of large-linked, multi-sourced datasets and makes available a suite of media analytics dashboards and tools, including custom ratings, optimized media buys, ad occurrence evaluation, media mix modeling, and unduplicated reach analysis.

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