

# Integration at Scale with the GOP Data Ecosystem



**AMERICAN ACTION  
NETWORK**

**Client:** American Action Network

**Races:** 8 Congressional Races

As data and analytics become more and more important to Republican campaigns and right of center causes, it has become more critical that analytics companies like Deep Root be able to plug quickly and easily into the Republican data ecosystem and be able to do so at scale.

Deep Root Analytics prides itself on its integration capabilities and has been at the vanguard of Republican building efforts around a data and tech infrastructure. We have worked closely with the teams at Data Trust since its creation, and have experience working seamlessly with nearly every Republican media buyer and microtargeting company.

**Deep Root has experience working seamlessly with nearly every GOP media buyer and audience creation company.**

For the American Action Network and its affiliated entities, Deep Root Analytics was able to plug itself into the organization's data and tech infrastructure easily thanks to the breadth of our previous work with AAN's partners.

## SITUATION ANALYSIS:

Deep Root coordinated with AAN's data provider, The Data Trust, its microtargeting partner, TargetPoint Consulting, and their media buyer, American Media & Advocacy Group (a division of National Media Research, Planning and Placement), to optimize their media buy across 8 congressional districts and 60 different target audiences.

**Deep Root provided AAN more than \$9M advertising efficiency and 13M in extra targeted impressions.**

1

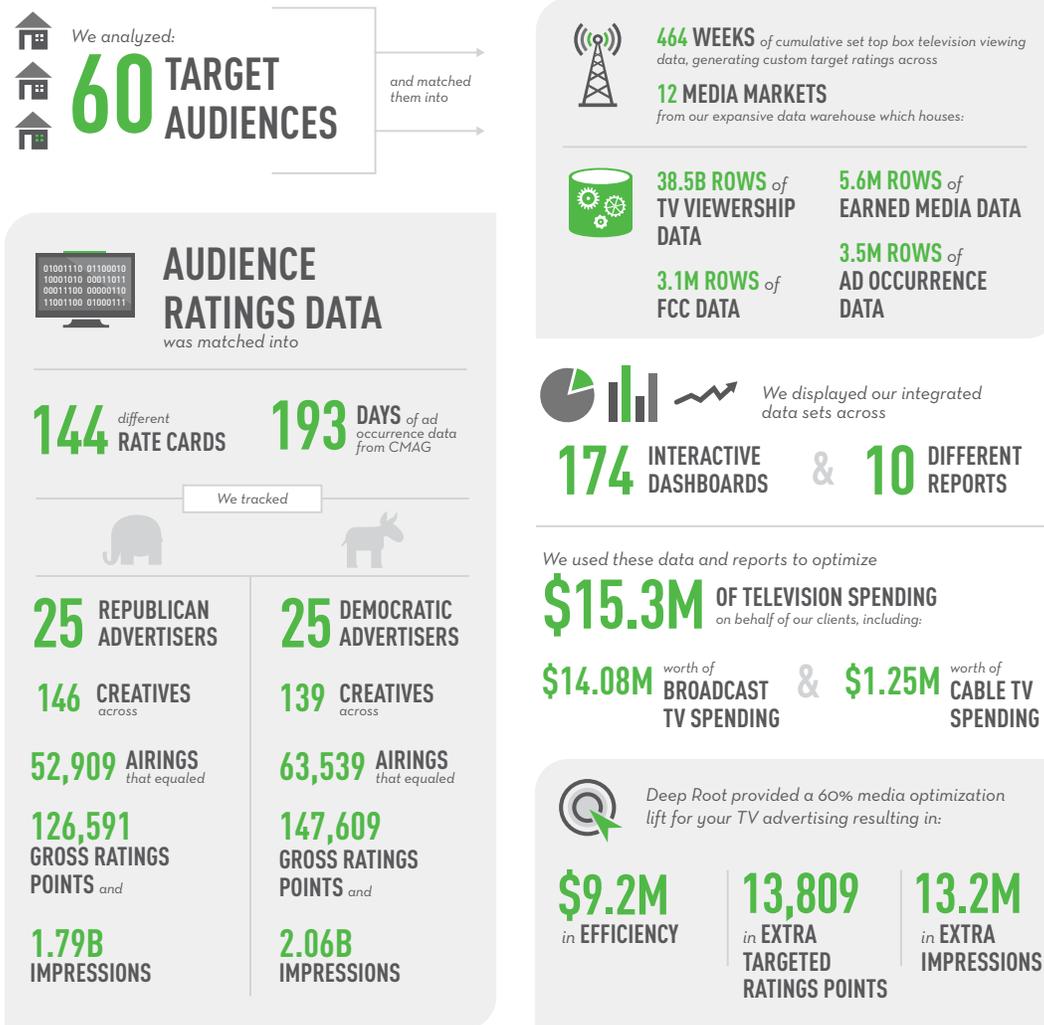
**Deep Root's audience-centric media analytics provided quick, actionable insights at every stage of the media planning and buying process.**

First, Deep Root worked with TargetPoint Consulting to identify which of their microtargeted audiences would be best for AAN's television targeting. AAN would in turn work with their research and creative team to ensure the advertising message matched the audience. This was followed by coordination with the Data Trust to take these targets and obtain viewership data for them from our set top box data partners. This data then flowed into Deep Root's platform, providing insights and optimized buy recommendations to the buying team at National Media in the form of interactive dashboards and customized data reports for integration into their buying platform. Ultimately, this process allowed AAN to deliver the right message through the right creative to the right audience at the right time during the right programming.

This entire process was done across 10 congressional districts (with a media buy executed in 8 congressional districts) in an extremely condensed time period. Moreover, both the targets and the media buy optimizations were updated several times throughout the cycle to account for the volatility of voter preferences in the 2016 election cycle.

## 2 Deep Root's media analytics platform & close integration with the media buying team resulted in a more effective and efficient AAN advertising campaign.

Ultimately Deep Root's work with its partners allowed AAN to deliver about \$9 million worth of additional advertising beyond what standard targeting would have gotten them. This targeting and optimization lift of 60% gave them 13 million extra impressions on their target audiences.



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.

**For more information, follow @DeepRootX and visit [deeprootanalytics.com](http://deeprootanalytics.com)**