Having Technology in Place To Handle Late Advertising Surprises

DEEP ROOT

Client: Blum for Congress

Race: Iowa's First Congressional District

SITUATION ANALYSIS:

By the end of October, Hillary Clinton's campaign and her affiliated SuperPAC, Priorities USA, were extremely confident about their chances to win the presidency on November 8. So confident, in fact, that Priorities USA diverted resources away from presidential advertising to compete in targeted Congressional races, including Iowa's first district.

The Republican incumbent in IA-01, Rod Blum, relied on Strategic Media Placement (SMP) to execute his media strategy, and SMP partnered with Deep Root Analytics (DRA) for TV targeting and monitoring technology on this race.

When Priorities USA began running ads in Iowa against Blum on October 25, 2016, SMP and DRA had **all the technology necessary in place to track Priorities USA's advertising – not just to see where ads were running, but how many key voters were likely to be watching TV when those ads aired.**

As a result, Blum was able to completely mitigate Priorities USA's impact, ensuring that more key voters saw his ads than the SuperPAC's during the final few weeks of the campaign.

By putting Blum and Priorities USA's advertising head-to-head within the Deep Root Platform's Kudzu Marketing dashboard, SMP saw everywhere that the SuperPAC was building an advertising advantage and combatted it with media adjustments on behalf of Blum.

By the end of the campaign, Priorities USA largest advertising advantage came during the 50th Annual CMA Awards, where it netted 13,200 impressions against DRA's Swing Women audience. Blum, meanwhile, netted over 50,000 impressions against that same audience on six different programs head-to-head against Priorities USA.

> **On the top TV programs, Blum for Congress netted more targeted impressions to the Swing Women audience than Priorities USA by nearly 4 to 1.**

KUDZU MARKETING

10/25/2016 to 11/7/2016

Sponsor
Multiple values

Market
Cedar Rapids-Waterloo-Iowa C..

Select a Target Audience
Women Swing

Net GOP Target Imp
-13,192 ▬ 113,377

Pick Sponsors or Creatives
(Hold CTRL on PCs or CMD on Macs to select multiple)

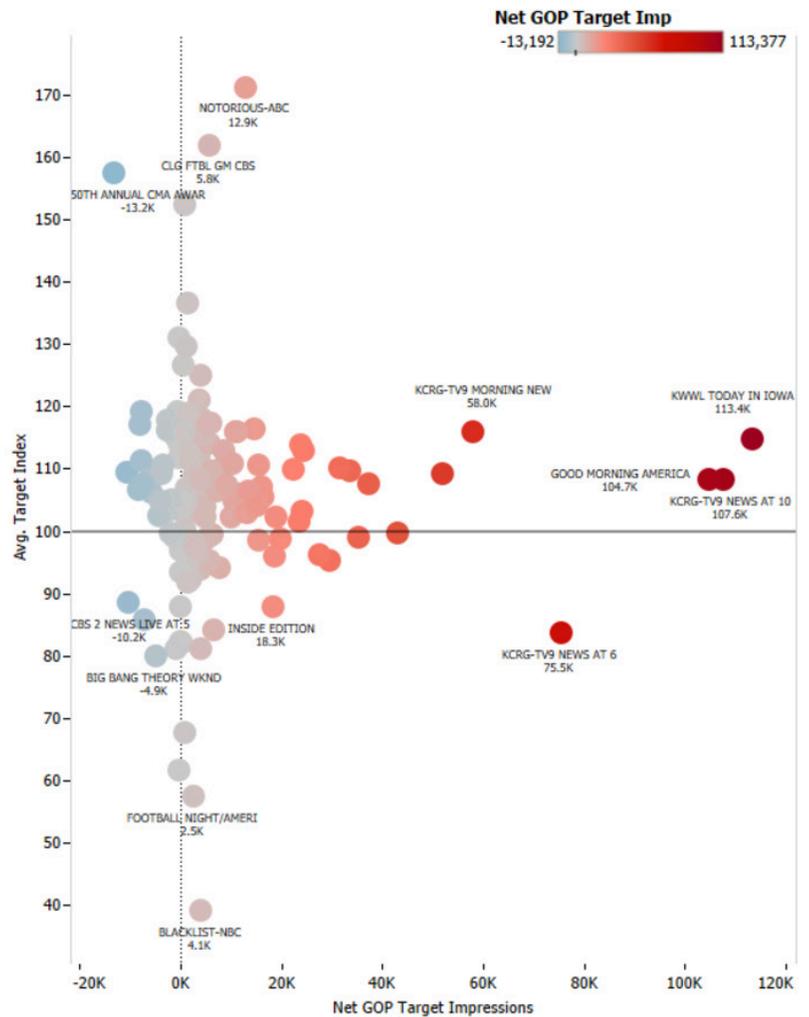|			
REPUBLICAN BLUM, ROD	HOUSE/IA01 BLUM DIRT FLOORS REV	0.9M	
	HOUSE/IA01 BLUM PLAY BY THE RULES	0.5M	
	HOUSE/IA01 BLUM YOU DECIDE	0.3M	
	HOUSE/IA01 BLUM MALCOLM STEWART	0.1M	
	HOUSE/IA01 BLUM THE IOWA WAY	0.1M	
DEMOCRAT PRIORITIES USA ACTION	HOUSE/IA01 PRIORITIESUSA I LOVE WAR	0.7M	

Broadcast Data ONLY, some stations not tracked, GRPs & cost data are estimates. Underlying Ad Occurrence Data: © 2016 by KANTAR MEDIA INTELLIGENCE. All rights reserved.

Congressman Blum went on to win his district by 8 points in a race otherwise considered to be a toss-up heading into Election Day. And because he and Strategic Media Placement had invested in the necessary technology early with Deep Root Analytics, they had all the pieces in place to measure and respond to any late-campaign surprises – even an ill-advised move by a Hillary Clinton-affiliated SuperPAC.

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