

Pre-Buy Strategic Intelligence Informs Media Buying Decisions



Client: Senate Leadership Fund for Todd Young, Indiana Senate

Race: U.S. Senate Indiana

For many campaigns, the only intelligence they receive about the television buys of their allies and competitors is the amount of money they plan to spend over a certain period of time in a particular market. While this is indeed helpful information that will allow them to be strategic

about the buying decisions they make, Deep Root provides additional audience-centric media analytics to guide the early stages of the buying process and empower our clients with quick, actionable insights as they piece together their media buy.

SITUATION ANALYSIS:

Deep Root Analytics matches detailed television buy information from the FCC's online public file into our audiences, giving political advertisers detailed, audience-centric insights that allow them to make targeted decisions about their buy on the market, station, daypart and even program level.

Deep Root identified advertising opportunities to reach the Swing voter audience on the Daytime and Prime Access dayparts in Terre Haute.

For the Senate Leadership Fund, we were able to use this data before they started building their buys by creating a "Pre-Buy Strategic Intelligence Report." The report took a closer look at the expected share of voice between Republican and Democratic advertisers in the final days of the campaign, identifying strengths, weaknesses, opportunities and threats to navigate as they built their buy.



In the Indiana Senate campaign, for example, Deep Root identified the Terre Haute media market as a place where a majority Republican share of voice was tenuous. Moreover, our match into FCC data allowed the campaign to see that impressions on their Swing voter target were weak on Terre Haute's WTHO and WTHI. And thanks to detailed program

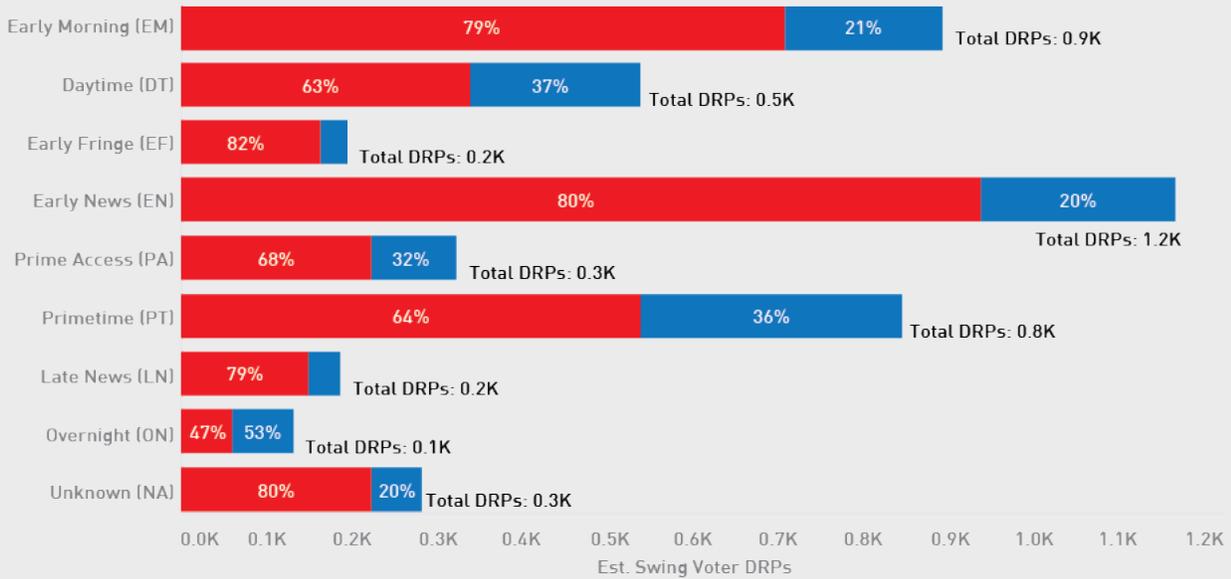
data we could see that the Daytime and Prime Access dayparts were where Republican advertisers could use the most help.

With integration of targeted viewership data on a Swing voter audience, the Senate Leadership Fund was able to build a buy that wasn't only optimized to their voters, but also optimized to the future advertising landscape they would be competing for attention in.

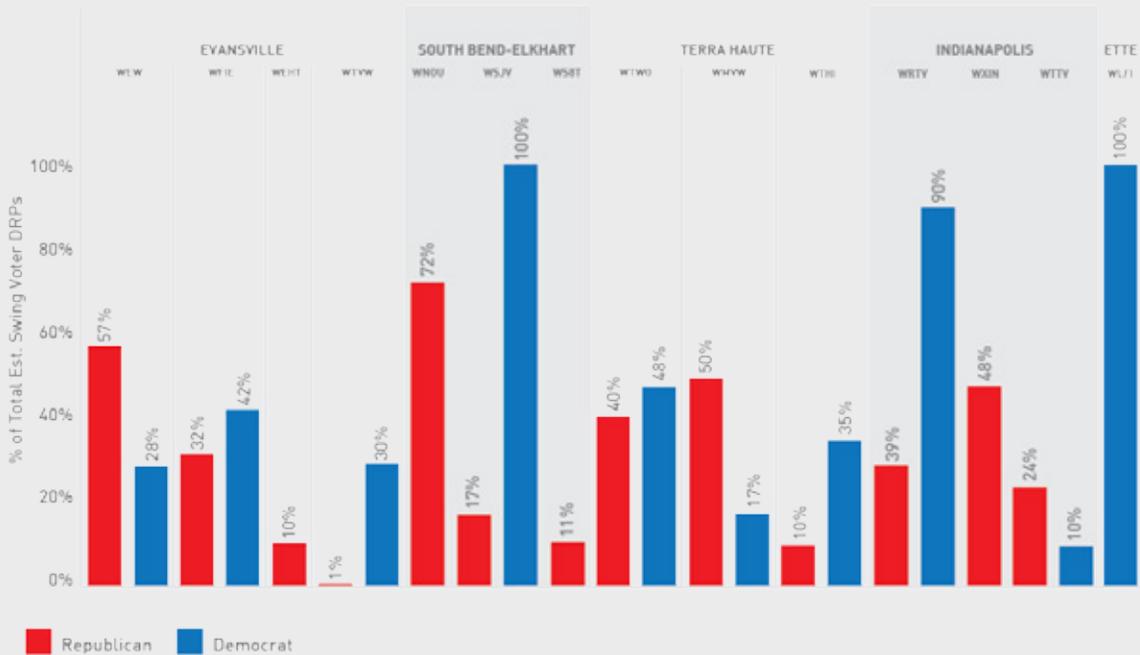
On Election Day, Todd Young won a come from behind victory in the race for Indiana's Senate seat against an incredibly well-funded and well-known opponent, Evan Bayh. Deep Root Analytics and Senate Leadership Fund are proud and excited to have been a part of that winning effort.

IN Senate - Todd Young (R) v Evan Bayh (D)

Daypart Share of Swing Voter DRPs



Station Distribution of Swing Voters DRPs



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 deeproanalytics.com