Quantifying Audience Exposure Across Paid and Earned Media
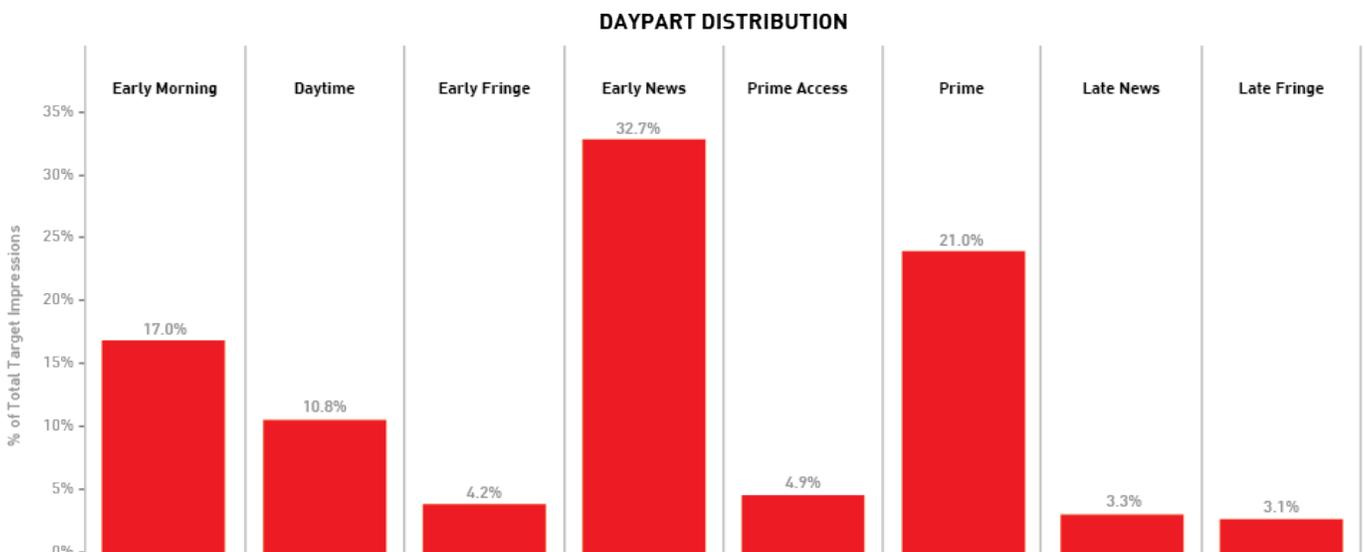
DEEP ROOT

Paul Ryan
U.S. CONGRESS

Client: Ryan for Congress | **Race:** WI-01

For a national figure like Speaker Paul Ryan, earned media coverage on local or cable news is a consistent reality – and quantifying the impact of this earned media is of significant importance to his campaign team.

For the 2016 election cycle, Speaker Ryan's re-election campaign in Wisconsin's First Congressional District used Deep Root Analytics to track audience exposure to both paid and earned media in order to maintain constant situational awareness of what information key voting constituencies were receiving on television.

By matching voter audiences to cable set-top box data in Madison and Milwaukee, Deep Root measured how different voting groups, like Swing Voters and Reluctant Republicans, watched TV in Speaker Ryan's district. This meant that **the Ryan for Congress team not only knew where ads aired and when the Speaker was discussed in the news, but also how many key voters were viewing TV when each event occurred.**

Through the Deep Root Platform and regular reporting to the team, Speaker Ryan's campaign knew that its 992 television ads from October 18 – November 7 produced 7.6 million impressions to Swing Voters in the Milwaukee and Madison media markets combined. They also knew that **Swing Voters were 12% more likely to be watching TV when those ads aired than the average adult in those markets.**

# of Spots	Target Imp	Avg. Target Index	On Target %	Avg. Efficiency Score (Rating)
992	7.6M	112	89%	0.5

TARGET RATING POINTS (DRPs)

Milwaukee WI

Madison WI

Which Target? (DRPs)
2,270   2,311

DAYPART DISTRIBUTION

% of Total Target Impressions

Early Morning	Daytime	Early Fringe	Early News	Prime Access	Prime	Late News	Late Fringe
17.0%	10.8%	4.2%	32.7%	4.9%	21.0%	3.3%	3.1%

And by using data to drive the placement of those 992 ads, the Ryan campaign served 1,696 additional ratings points to the targeted audience compared to a traditional media buy. This amounts to 2.8 million additional impressions – a value of $395,308.

Post-Election Lift Analysis

Spend	Swing Voter DRPs	35+ GRPs	Lift %	Additional Points	Additional Impressions	Savings
$681,566	4,631	2,935	58%	1,696	2,801,561	$395,308
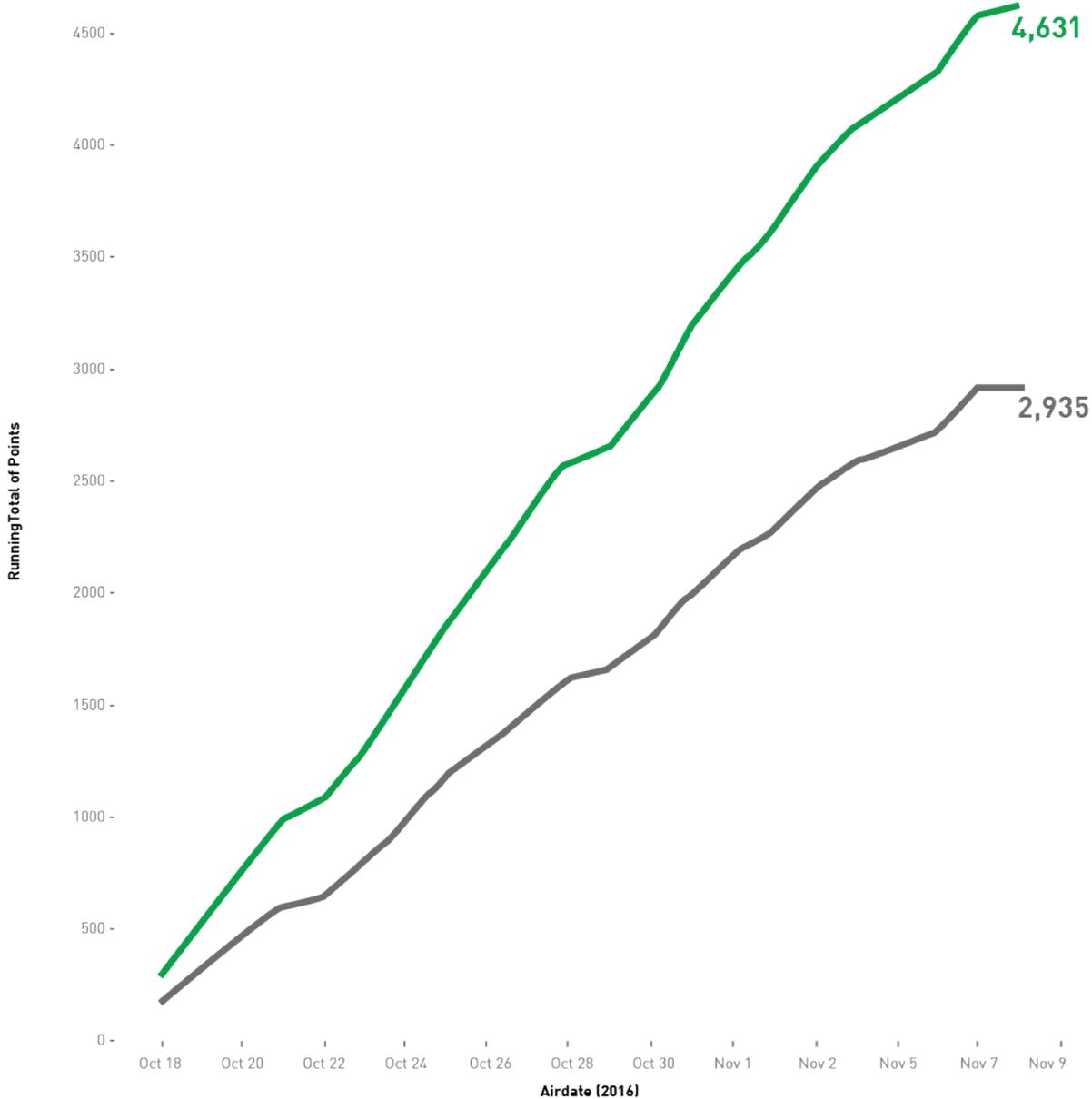
During that same time period, the campaign knew that **Speaker Ryan was mentioned on local news in the district or on national cable programming a total of 2,501 times, producing 9.6 million impressions on that same Swing Voter audience.** On average, Swing Voters were 9% more likely to be watching TV when Speaker Ryan was mentioned in the news than the average adult in the district.

Speaker Ryan's opponent, who did not run any broadcast television ads, was mentioned 33 times on the news during that same time period. His mentions only accumulated to 500k impressions to the Swing audience.
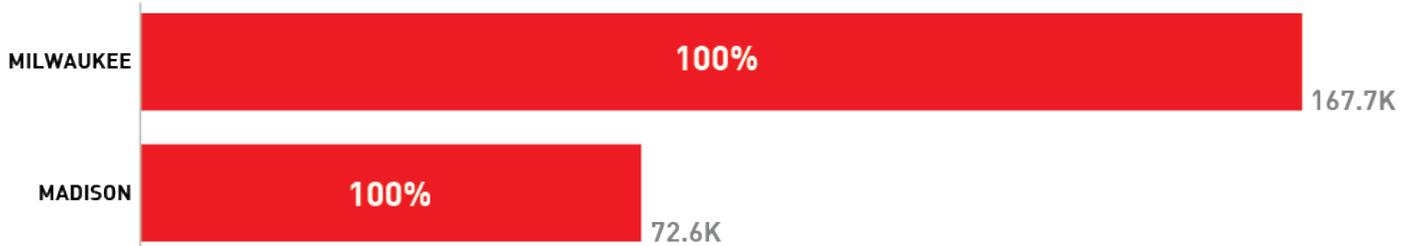
By tracking earned media mentions on television and matching it to the television viewership data of key political audiences, the Speaker's team not only tracked the aggregate reach of earned media, but also saw non-traditional programming like Late Night talk shows and even scripted TV, like New Girl on FOX, when just under 28,000 "Reluctant Republicans" were watching.

EARNED MEDIA REPORT

WEEK: 9/26 - 10/2 | TARGET AUDIENCE: RELUCTANT REPUBLICANS

# of Mentions	# of Markets	# of Stations	Target Imp	Local Ad Value*
216	2	15	240.3K	$31,044

*Local Ad Value estimated by Critical Mention, broadcast only

Market Share of Reluctant Republicans Impressions

MILWAUKEE	100% — 167.7K
MADISON	100% — 72.6K

Share of Impressions on Top Programs in Top Market

Program	Share	Impressions
New Girl (Fox)	100%	27.7K
TODAYS TMJ4 News Live at 600 (NBC)	100%	14.4K
This is Us (NBC)	100%	13.6K
Fox 6 WakeUp News at 6 (Fox)	100%	12.9K
TODAYS TMJ4 News Live at Daybreak (NBC)	100%	9.8K
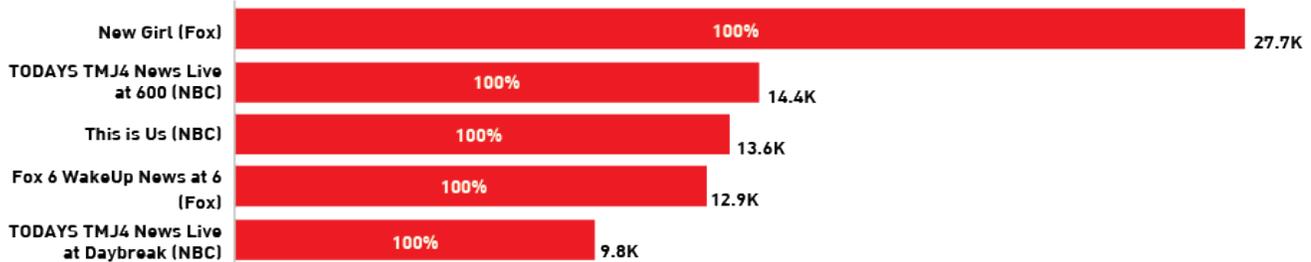
All told, **Ryan for Congress had a complete view of the television landscape and how it was reaching the voters who would determine the outcome of the Speaker's re-election campaign.** Speaker Ryan went on to win with 65% of the vote before being unanimously chosen to continue to serve as Speaker of the House by his colleagues in Congress.

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