

iVote!

DEEP ROOT AUDIENCES

As advertising continues to evolve, communicating to broad demographics has become a thing of the past. Now, it's about identifying, activating, and tracking your specific target audiences.

You may have some idea of the audiences you need to reach, but with over 200 TV Networks in any given market, viewership has become increasingly fractured. How do you effectively reach them? Where do they live? How much time do they spend watching broadcast or cable tv? How do they consume media across screens? How do you know if you can even reach them?

At Deep Root Analytics we make your target audiences the "backbone" of your advertising campaign.

Our team of audience and data experts have created multiple options to meet your specific needs, with over 40 dynamic, proprietary target audiences covering politics, issue advocacy and public affairs. We can also work with your team to create your own custom audience segments.

The Deep Root Difference – the ability to reach the right audience with the right message on the right medium. Our audiences can be targeted at every phase of your paid media campaign and are scalable from individual and household levels to cable zones and all local markets, all the way up to national level campaigns.

Since 2013, Deep Root has helped clients at all levels deliver more on-target paid media, save advertising dollars, win share-of-voice advertising battles, and measure performance and attribution results against target audiences.

With Deep Root Analytics, you can break out of the straightjacket of broad demographics and wasteful impressions, make your target audiences the "backbone" of your paid media and track the advertising landscape through the lens of your targeted audiences.

With more than 40 unique Deep Root Audiences, advertisers can:

- Deliver On-Target Paid Media
- Avoid Unnecessary Programming
- Uncover Hidden Cost Savings
- Win Share-of-Voice Battles
- Measure Performance on Target Audiences



HERE'S A LIST OF THE DEEP ROOT AUDIENCES THAT CAN BE ACTIVATED TO OPTIMIZE YOUR PAID MEDIA:





POLITICAL



SWING VOTERS

The persuadable middle of the electorate who are highly likely to turn out in general elections, consistently hold neutral party affiliation and ideology scores and whose ballot support is unlikely to calcify.



SENIOR SWING VOTERS

Those voters in the persuadable middle of the electorate within Baby Boomer and Greatest Generation demographic cohorts (65 years of age+).



BLUE COLLAR VOTERS

Predominately working class white men and women with conservative, centrist, and soft populist political ideology.



WOMEN SWING VOTERS

Women voters in the persuadable middle of the electorate who have soft Republican leanings and a centrist political ideology.



HISPANIC PERSUASION

Conservative, centrist, and soft Democrat Hispanic voters who are receptive to messages of limited government and individual freedom.



MAKE AMERICA GREAT AGAIN

Voters who strongly supported Donald Trump and his vision to Make America Great Again in the 2016 presidential election.



HESITANT TRUMP VOTERS

Voters who hesitantly supported Donald Trump in the 2016 general election.



TRUMP DEMOCRATS

Democrat leaning individuals who voted for President Trump in 2016.



DEMOCRATIC CONTROL CONCERN

Individuals who are concerned that Democratic control of Congress will result in impeachment proceedings.



PELOSI DETRACTORS

Democrat leaning individuals who are unfavorable towards Nancy Pelosi.



POLITICAL



GOVERNOR PERSUADABLES

Individuals open to voting Republican for their state's Governor.



GOP GOVERNOR OPEN

Individuals dismayed by Washington DC but open to voting Republican for their state's Governor.



GOP PRIMARY VOTERS

Voters with strong Republican affinity who reliably turnout in Republican federal, state, and local primary contests.



GOP GOTV

Voters with strong Republican affinity and mid-to-low turnout election history.



DEM GOTV

Voters with strong Democratic affinity and mid-to-low turnout election history (for audience tracking purposes).



EARLY VOTE

Republican Swing and GOTV targets who plan on voting prior to Election Day.



SOCIAL CONSERVATIVES

Voters who prioritize value issues and identify with traditional marriage and are pro-life.



2ND AMENDMENT

Voters who are gun owners, are interested in guns, or are known 2nd Amendment supporters and oppose additional gun control legislation.



UNFAVORABLE TO MEDIA

Individuals who are GOP turnout targets and who feel unfavorably towards media and their coverage of events and people.



PUBLIC AFFAIRS & ISSUE ADVOCACY



INFLUENTIALS

High turnout voters with a robust pedigree of leading socio-economic characteristics, including executive leadership, media consumption, and online activity.



OPIOID CRISIS

Individuals who are extremely concerned about the opioid crisis and believe the government should do more to address the problem.



WORK FOR WELFARE

Individuals who support work requirements for welfare recipients.



TAX REFORM PERSUADABLES

Voters in the persuadable middle of the electorate whose support for tax reform increases upon learning tax reform's economic benefits.



TAX REFORM POSITIVE IMPACT

Individuals who have been positively personally impacted by tax reform.



ANTHEM KNEELING OPPOSE

Individuals who oppose demonstrations of kneeling during the national anthem at sporting events.



ANTHEM KNEELING PERSUADABLES

Persuadable individuals that are opposed to demonstrations of kneeling during the national anthem at sporting events.



#METOO CONSERVATIVES

Individuals who are towards the right-side of the political spectrum who support the #MeToo Movement.



ENERGY PERSUADABLES

Voters in the persuadable middle of the electorate whose support for expanding domestic energy development has not calcified in either partisan direction.



INFRASTRUCTURE INVESTMENT

Voters who believe the government should invest in large infrastructure projects to spur economic growth.



PUBLIC AFFAIRS & ISSUE ADVOCACY



ANTI-TERRORISM

Defense-minded voters who prioritize strengthening the military, fighting terrorism and keeping America safe.



AMERICAN JOBS

Voters who oppose outsourcing jobs overseas and prioritize American jobs.



IMMIGRATION ENFORCEMENT

Voters who believe in enforcing existing immigration laws and support the building of a wall to protect the nation's borders.



SANCTUARY CITIES

Individuals who support the federal government disincanting cities from becoming sanctuary cities for illegal immigrants.



NRA SUPPORTERS

Individuals who are favorable towards the NRA.



NRA DETRACTORS

Individuals who are unfavorable towards the NRA.



NRA & GUN CONTROL CROSSOVER

Individuals who are favorable towards the NRA AND Gun Control Advocates.



ROBOTS IN WORKPLACE SUPPORTERS

Individuals who are supportive of the increased use of robots/ automation in the workplace.



ROBOTS IN WORKPLACE PERSUADABLE

Individuals who are open to the increased use of robots/ automation in the workplace.



ROBOTS IN WORKPLACE DETRACTORS

Individuals who are opposed to the increased use of robots/ automation in the workplace.



PUBLIC AFFAIRS & ISSUE ADVOCACY



SELF-DRIVING CARS SUPPORTERS

Individuals who are supportive of the increased use of self-driving cars.



SELF-DRIVING CARS PERSUADABLES

Individuals who are open to the increased use of self-driving cars.



SELF-DRIVING CARS DETRACTORS

Individuals who are opposed to the increased use of self-driving cars.



CORPORATE SOCIAL RESPONSIBILITY

Individuals who base their product purchase decisions based on the public stances of companies and their leaders.