

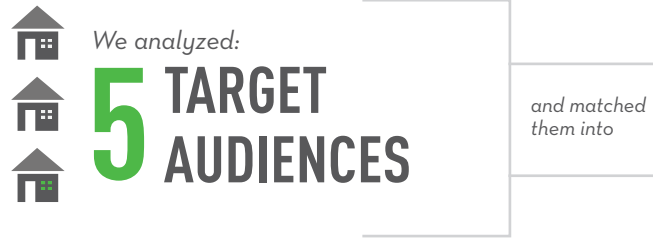
A GROWING ERA OF  
**DATA DRIVEN**  
 TV CAMPAIGNS

RACE:  
 MONTANA AT-LARGE  
 CONGRESSIONAL DISTRICT

CLIENT:  
 GREG FOR MONTANA



DeepRootAnalytics.com  
 @DeepRootX



 **AUDIENCE RATINGS DATA**  
 was matched into

**20** different RATE CARDS & **84** DAYS of ad occurrence data from CMAG

We tracked



**5** REPUBLICAN ADVERTISERS

**4** DEMOCRATIC ADVERTISERS

**28** CREATIVES across

**22** CREATIVES across

**27,028** AIRINGS that equaled

**21,268** AIRINGS that equaled

**83,029** GROSS RATINGS POINTS and

**60,216** GROSS RATINGS POINTS and

**97.6M** IMPRESSIONS

**68.6M** IMPRESSIONS



**8 WEEKS** of cumulative set top box television viewing data, generating custom target ratings across

**5 MEDIA MARKETS** from our expansive data warehouse which houses:



**50B ROWS** of TV VIEWERSHIP DATA

**8.1M ROWS** of EARNED MEDIA DATA

**4M ROWS** of FCC DATA

**5.3M ROWS** of AD OCCURRENCE DATA



We displayed our integrated data sets across

**5** INTERACTIVE DASHBOARDS & **9** DIFFERENT REPORTS

We used these data and reports to optimize

**\$2.7M** OF TELEVISION SPENDING on behalf of our clients, including:

**\$2.1M** worth of BROADCAST TV SPENDING

& **\$624K** worth of CABLE TV SPENDING



Deep Root provided a 37% media optimization lift for your TV advertising resulting in:

**\$1M** in EFFICIENCY

**18,860** in EXTRA TARGETED RATINGS POINTS

**3.1M** in EXTRA IMPRESSIONS