

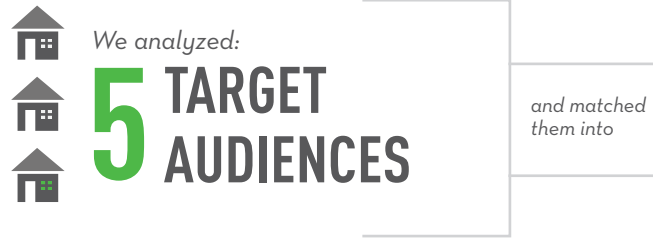
A GROWING ERA OF
DATA DRIVEN
 TV CAMPAIGNS

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