A GROWING ERA OF

DATA DRIVEN TV CAMPAIGNS

RACE:
MONTANA GUBERNATORIAL CAMPAIGN

CLIENT:
GREG FOR MONTANA

GIANFORTE — JURAS — GOVERNOR

MEDIUM BUYING

DEEP ROOT

DeepRootAnalytics.com
@DeepRootX

We analyzed:

10 TARGET AUDIENCES

and matched them into

AUDIENCE RATINGS DATA
was matched into

10 *different* RATE CARDS & **93** DAYS *of ad occurrence data from CMAG*

We tracked

3 REPUBLICAN ADVERTISERS

28 CREATIVES *across*

102,813 AIRINGS *that equaled*

146,074 GROSS RATINGS POINTS *and*

90.8M IMPRESSIONS

5 DEMOCRATIC ADVERTISERS

17 CREATIVES *across*

69,886 AIRINGS *that equaled*

115,622 GROSS RATINGS POINTS *and*

66.1M IMPRESSIONS

3 MONTHS *of cumulative set top box television viewing data, generating custom target ratings across*

5 MEDIA MARKETS
from our expansive data warehouse which houses:

100M ROWS *of* EARNED MEDIA DATA

100B ROWS *of* TV VIEWERSHIP DATA

10M ROWS *of* AD OCCURRENCE DATA

We displayed our integrated data sets across

11 INTERACTIVE DASHBOARDS & **10 DIFFERENT REPORTS**

We used these data and reports to optimize

$3.9M OF TELEVISION SPENDING
on behalf of our clients, including:

$3.1M *in* BROADCAST TV SPENDING

$464K *in* CABLE TV SPENDING

$393K *in* ADDRESSABLE TV SPENDING

Deep Root provided a 14% media optimization lift for your TV advertising resulting in:

$443K *in* EFFICIENCY

6,170 *in* EXTRA TARGETED RATINGS POINTS