DEEP ROOT

Bringing Big Data to Big Media

DeepRootAnalytics.com

@DeepRootX

DEEP ROOT ANALYTICS - WHO WE ARE

- We are an "audience analytics" agency of data scientists, segmentation experts, and database engineers. Founded in 2013.
- We create "attitudinal" audiences and web-based targeting tools for paid media campaigns.

- Our audiences & planning tools have powered more than $600 million in index-based & addressable TV ad buys.
- We have worked for political, advocacy, corporate reputation and brand campaigns nationally and in all 210 local media markets.

HOW TV USED TO BE TARGETED

Women 30-49 years old

HOW TV CAN BE TARGETED NOW

Your actual targets

ATTITUDINAL HOW

THEY THINK & WHAT THEY VALUE

+ BEHAVIORAL

ACTIONS TAKEN

MICROTARGETING

MicroTargeting is using the data you have about a consumer or voter to make an informed judgment about:

- Whether they will take an action
- How they might behave
- What attitudes, values affect their choice

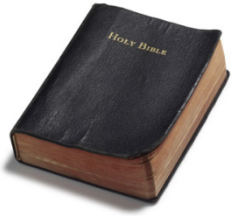
MICROTARGETING

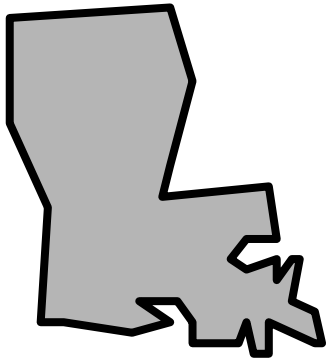
we collect data & make informed judgments

?

In 2012, what was the likelihood of a Prius owner voting for President Obama?

MICROTARGETING





~~5%~~ ~~5%~~ ~~6%~~ ~~6%~~ ~~8%~~ ~~8%~~ 94%

Vote Republican

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MICROTARGETING

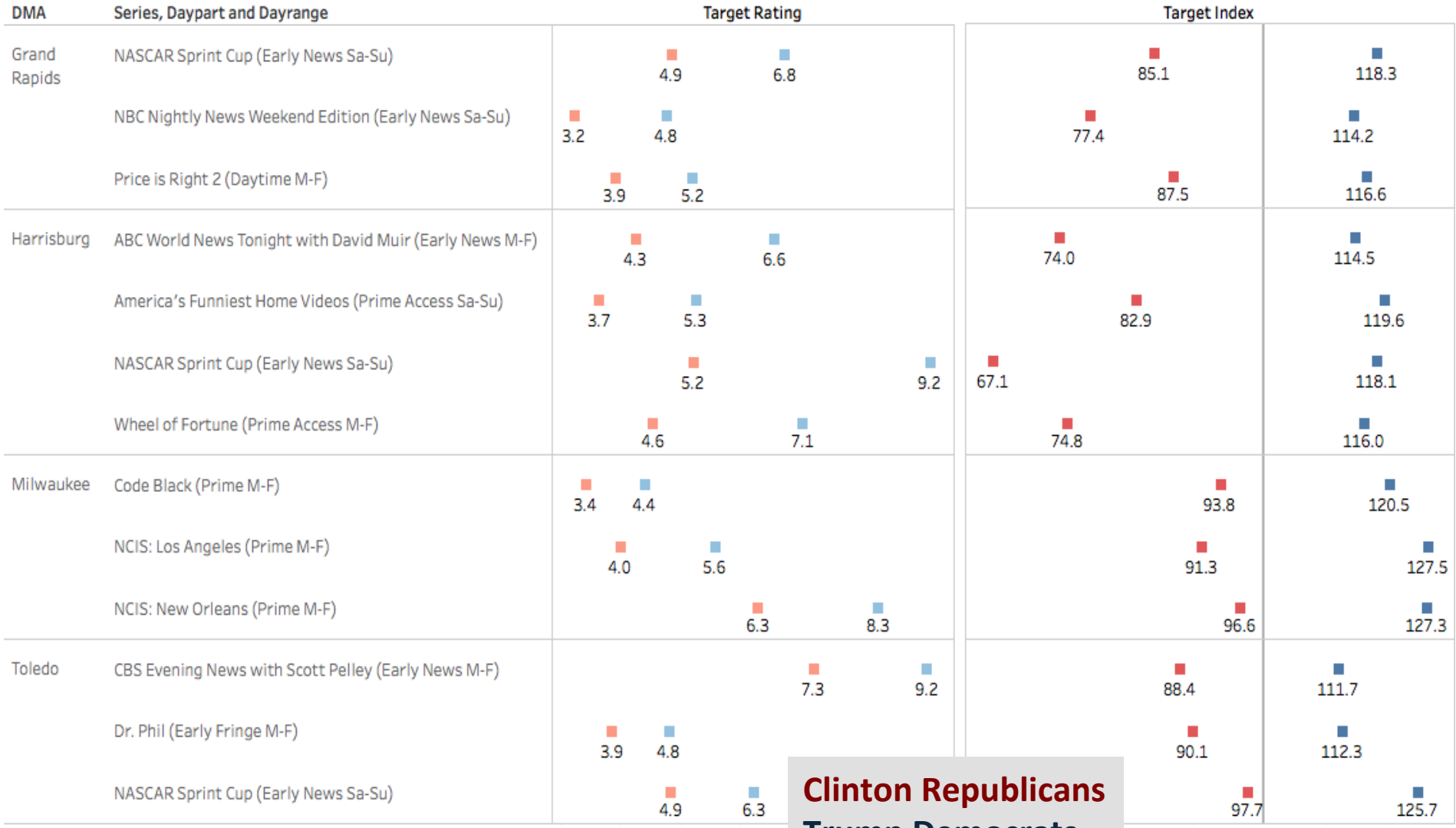
88%

Vote Democratic

ALL POLITICS IS LOCAL
(SO ARE PURCHASES)

THE DEMOGRAPHICS, PSYCHOGRAPHICS & VIEWERSHIP PATTERNS VARY SIGNIFICANTLY

TARGET RATINGS & INDEX IN THE ELECTION



Clinton Republicans
Trump Democrats

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THE PROCESS

DEFINE TARGET AUDIENCE

Define and validate your target audience with primary and secondary research, behavioral and psychographic data, and other consumer data.

TARGET AUDIENCE FILE

Create a name and address file based upon the defined audience variables.

MULTI-SOURCED MEDIA CONSUMPTION DATA

Match the audience file into our multi-sourced data set of set-top box aggregators, service providers, and media measurement companies.

CUSTOM RATINGS & INDICES

Provide custom ratings and indices for your target audience across every program, network, station and day part combination in national and all local markets.

THE PROCESS

RATE & INVENTORY DATA

Plan and execute your advertising campaign based upon actual rates and available inventory.

MEDIA BUYER INTEGRATION

Custom-built software to ensure ratings data can integrate into most popular types of buying software.

AD OCCURRENCE DATA

Measure the effectiveness of your advertising campaign against your target audience.

ADDITIONAL USE CASE DATA

Incorporate additional individual or DMA or zone level data relevant to your specific use case.

TEXAS CASE STUDY: BUY EFFICIENCY

	What they were doing	Deep Root	Difference	Effect
SPEND	$447,000	$360,000	$87,000	SAVINGS
GRPS/ TRPS	1002	1069	67	MORE TRPs
CPP/TCPP	$380	$277	$103	LESS EXPENSIVE
TOTAL SPOTS	474	343	131	CUT WASTE
AVG INDEX	???	110		KNOWN LIKELIHOOD OF HITTING TARGETED AUDIENCE
ON TARGET	???	68%		QUANTIFIABLE EFFECTIVENESS

TEXAS CASE STUDY: BUY EFFICIENCY

POLITICO MAGAZINE

- SAVED $4 MILLION
- + 29,000 TRPs AGAINST TARGET
- =+21 EXTRA AVERAGE TARGET EXPOSURES

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TEXAS: RANDOMIZED CONTROLLED EXPERIMENT

Deep Root's platform "worked as well as they said it would"
– Daron Shaw, Ph.D., University of Texas, Austin

↑ Favorability.

Targeted broadcast TV directly produced a ***10.4 point gain in our client's net favorability****.*

When supplementing targeted broadcast, targeted cable produced an ***additional 4.4 points of net favorability.***

↑ Votes.

It also produced a ***12.8-point jump in the ballot box*** *– **11** points better than the traditional broadcast buy.*

DEEP ROOT

Bringing the efficiency, effectiveness and accountability of Big Data to Big Media