

iVote!



DEEP ROOT AUDIENCES

Advertising is no longer about communicating to broad demographics. It's about identifying, activating, and tracking your specific target audiences.

You may have some idea of the audiences you want to reach, but do you know how to 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 every advertising campaign.

We work with advertisers, marketers & researchers to either create your own custom audience segments, or provide our 60+ proprietary audiences for your corporate & brand marketing, public affairs & issue advocacy, or political advertising needs.

With more than 60 unique Deep Root Audiences, advertisers can:

- Deliver On-Target Paid Media
- Save Advertising Dollars
- Win Share-of- Voice Battles
- Measure Performance on Target Audiences

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.

Deep Root's audience-centric approach helps you deliver more on-target paid media, save advertising dollars, win share-of-voice advertising battles, and measure performance and attribution results against your 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.



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



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. Reach this audience to exponentially amplify the resonance of your message.



TAX REFORM

Voters who support policies to lower individual and corporate tax rates to unlock economic growth and eliminate wasteful spending.



TAX REFORM PERSUADABLES

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



HEALTH CARE VOTERS

Voters who prioritize improving access and reducing the cost of health care.



HEALTH CARE PERSUADABLES

Voters in the persuadable middle of the electorate whose support for healthcare reform has not calcified in either partisan direction.



PHARMA DETRACTORS

Voters who believe Pharmaceutical companies negatively impact society and drive up the cost of medications (for audience tracking purposes).



PHARMA SUPPORTERS

Voters who believe Pharmaceutical companies are valuable contributors to medical innovation and research and improve quality of lives.



PUBLIC AFFAIRS & ISSUE ADVOCACY (CONT)



REGULATORY REFORM

Voters who believe widespread review and reform is necessary to ease the burden caused by unnecessary and complicated regulations.



REGULATORY REFORM PERSUADABLES

Voters in the persuadable middle of the electorate whose support for regulatory reform has not calcified in either partisan direction.



SHOVEL READY

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



SHOVEL READY PERSUADABLES

Voters in the persuadable middle of the electorate whose support for funding new infrastructure projects has not calcified in either partisan direction.



JOBS VOTERS

Persuadable voters who believe growing the economy and creating good-paying jobs is the most important issue.



EDUCATION VOTERS

Persuadable voters who prioritize improving educational opportunities for our children as the most important issue in deciding their political support.



ENERGY VOTERS

Voters who prioritize energy independence including clean coal technology, fossil fuels, natural gas, wind, and solar technologies.



PUBLIC AFFAIRS & ISSUE ADVOCACY (CONT)



ENERGY PERSUADABLE

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



ENERGY EXPLORATION

Voters who support the expansion of innovative, clean development of domestic energy sources, including oil, natural gas and coal.



ANTI-FOSSIL FUELS

Voters who believe fossil fuel energy sources should be kept in the ground and prioritize renewable energy policies (for audience tracking purposes).



AMERICA FIRST

Voters who believe the United States should pursue an "America First" foreign policy and limit our involvement in other countries' affairs.



PRO FREE TRADE

Voters who believe free trade policies provide a net positive impact to the United States and spur economic growth and job creation.



ANTI-FREE TRADE

Voters who believe free trade policies have a net negative impact on the United States and are often times unfair and harmful to American workers.



INTERNATIONALISTS

Voters who believe an isolationist foreign policy results in harmful long-term consequences and damages the United States' standing in the world.



FOREIGN POLICY PERSUADABLES

Voters in the persuadable middle of the electorate whose support for foreign policy issues has not calcified in either direction.



PUBLIC AFFAIRS & ISSUE ADVOCACY (CONT)



IMMIGRATION ENFORCEMENT

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



IMMIGRATION PERSUADABLES

Voters in the persuadable middle of the electorate whose views on immigration reform have not calcified in either direction.



IMMIGRATION REFORM

Voters who believe reform is needed to fix a broken immigration system, protect our borders and provide a path to legalization for undocumented immigrants.



POLITICAL



OBAMA TRUMP CROSSOVER

Voters who supported President Obama's election and re-election who also voted for President Trump in 2016.



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.



POLITICAL (CONT)



RELUCTANT REPUBLICANS

Voters who identify more with the Republican Party or traditionally vote for a Republican down-ballot, but had reservations about supporting Donald Trump, or considered a non-major party candidate at the top of the ticket in 2016.



DISAFFECTED DEMOCRATS

Voters who identify more with the Democratic Party, or traditionally vote Democratic down-ballot, but had reservations about supporting Hillary Clinton.



HILLARY VOTERS

Voters who supported Hillary Clinton in the 2016 general election (for audience tracking purposes).



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.



WOMEN SWING VOTERS

Those voters in the persuadable middle of the electorate who have soft Republican leanings and a centrist political ideology and geographically over index in suburban areas.



BLUE COLLAR VOTERS

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



SENIOR SWING VOTERS

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



YOUNG SWING VOTERS

Those voters in the persuadable middle of the electorate within Generation X and Millennial demographic cohorts (under 40 years of age).



POLITICAL (CONT)



HISPANIC PERSUASION

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



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. Deliver your paid media turnout message to the right audience in the closing weeks of the campaign.



DEM GOTV

Voters with strong Democratic affinity and mid-to- low turnout election history. Track how effective and efficient your opponents are reaching their liberal base via paid media (for audience tracking purposes).



LIBERTARIAN VOTERS

Liberty-minded voters who prioritize the Constitution and limited government intervention on fiscal, social, and international issues.



REPEAL & REPLACE

Voters who prioritize repealing and replacing Obamacare to make healthcare more affordable with less government involvement.



PRO-OBAMACARE

Voters who support keeping Obamacare intact and oppose efforts to repeal and replace the law (for audience tracking purposes).



FISCAL CONSERVATIVES

Voters who advocate for policies that lower taxes, eliminate government waste, and reduce the growing national debt.



2ND AMENDMENT

Voters who are gun owners, are interested in guns, or are known 2nd Amendment supporters.





POLITICAL (CONT)



SOCIAL CONSERVATIVES

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



ANTI-TERRORISM

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



MARIJUANA BALLOT INITIATIVES

Two separate audiences are available to target those voters who either support or oppose the legalization of marijuana for recreational use.



MINIMUM WAGE BALLOT INITIATIVES

This audience includes those voters who oppose efforts to raise the minimum wage or can be persuaded to vote against such efforts.



CORPORATE & BRAND MARKETING



AMERICAN MAKERS

Individuals who believe American companies should promote efforts to hire American workers and invest in local communities.



AMERICAN UNIFIERS

Individuals who believe American companies should bring people of diverse backgrounds and opinions together for a common purpose.





CORPORATE & BRAND MARKETING (CONT)



DAILY LIVES

Individuals who believe American companies should promote ways in which they make it easier for everyday people to live their daily lives.



EGALITARIANS

Individuals who believe American companies should advocate to make society more equal.



ENVIRO CONSCIOUS

Individuals who believe American companies should take action and prioritize how they're improving the environment.



FINANCIAL DREAMERS

Individuals who prefer financial service products that help them reach their dreams.



FINANCIAL RISK MITIGATORS

Individuals who prefer financial service products that protect them against financial risk and market volatility.



FINANCIAL SERVICE DETRACTORS

Individuals who believe financial service institutions unfairly benefit from a rigged system and often times take advantage of unsuspecting customers.



FINANCIAL SERVICE SUPPORTERS

Individuals who believe financial service institutions positively contribute to the financial system and make available a wide array of opportunities to customers.



OPPORTUNITY SEEKERS

Individuals who believe American companies should provide access to education and increasing opportunities for the future generation.



CORPORATE & BRAND MARKETING (CONT)



STEM SUPPORTERS

Individuals who believe American companies should promote careers rooted in science and math training.



SUPPLY CHAINERS

Individuals who believe American companies should be transparent about how and where their products are made.



USA FINANCIAL OPTIMISTS

Individuals who hold an optimistic viewpoint of the country's financial situation.



USA FINANCIAL PESSIMISTS

Individuals who hold a pessimistic viewpoint of the country's financial situation.



AUTO COMPANY DETRACTORS

Individuals who believe U.S. auto companies often times put profits ahead people and ship jobs overseas.



AUTO COMPANY SUPPORTERS

Individuals who believe U.S. auto companies invest in American workers and local communities as well as automobiles.



HIGH DISPOSABLE INCOME

Individuals in the marketplace who have a high disposable income and purchase power.