

# The Deep Root Audience Difference

Deep Root has extensive experience in building highly-scalable audiences that leverage its robust media consumption insights to optimize all screens — from linear television to Advanced TV and traditional digital.



## Expertise

We have over 15+ years of microtargeting experience



## Relevance

Tailored to the current media landscape and issue climate



## Consistency Across Screens

Built for cross-platform activation via our diverse partnerships



## Support

Our team has extensive experience in linear and digital



## Transparency

We detail how your audience was built and when it was refreshed



# Political



## Republican Voters

All voters likely to vote for Republicans in the upcoming election.



## Likely Voters

All voters classified as highly likely and moderately likely to vote in the upcoming election.



## Swing Women

All voters classified as highly likely and moderately likely to vote in the upcoming election.



## GOP Mail Push

Mid to low propensity voters who lean Republican and are more likely to vote if voting by mail is their only option.



## Likely Vote by Mail

All voters who are likely to vote by mail in the upcoming election.



## GOP Mail Volatile

Higher propensity voters who lean Republican, but are less likely to vote if voting by mail is their only option.



## Swing Voters

Voters who are likely undecided on the upcoming election and are receptive to messages from both parties.

### ADDITIONAL POLITICAL AUDIENCE SEGMENTS >



#### Blue Collar Voters

Low income, low education White voters likely to hold a blue collar job.



#### GOP Early and Absentee Voters

Republican voters who are likely to vote early or absentee.



#### GOP GOTV

Low and mid-turnout Republican voters.

# Political cont.



## Anti Impeachment

Voters opposed to the impeachment of President Trump



## Distrust Trump Media Coverage

Voters who believe that the Trump administration is doing a better job than the media gives them credit for



## GOP Primary Voters

Consistent Republican primary voters



## Hesitant Democrats

Voters who are reluctantly supporting the Democratic presidential candidate



## Hesitant Trump

Voters who are reluctantly supporting President Trump



## Hispanic Persuadables

Hispanic voters who do not consistently fall along party lines and are receptive to messages from both parties



## Presidential Ticket Splitters

Biden voters who are likely to vote for Republicans down-ballot



## Pro Trump

Enthusiastic supporters of President Trump



## Pro Trump Economy

Voters who approve of President Trump's handling of the economy



## Senior Swing

Voters over the age of 65 who are likely are undecided on the upcoming election and are receptive to messages from both parties



## Trump Democrats

Democratic voters who are supporting President Trump's re-election

# Public Affairs and Issue Advocacy



## Corporate Responsibility

Voters who are community influencers and whose consumption choices are impacted by a company's or CEO's stance on hot-button issues.



## COVID Public Health Concern

Higher propensity voters who lean Republican, but are less likely to vote if voting by mail is their only option.



## Influentials

High turnout voters who are likely to follow the news and actively engage in their community.



## All of the Above Energy

Voters who favor energy development that includes new drilling for oil and gas as well as more renewable energy



## COVID Economic Concern

Voters whose primary COVID concern is that the US economy will enter another great recession or depression.

### ADDITIONAL ISSUE AUDIENCE SEGMENTS >



#### Anti Green New Deal

Voters who oppose socialism sold as a means of saving the environment



#### Anti Big Tech

Voters who have an unfavorable view of technology companies such as Facebook, Google, Amazon and Twitter.



#### Oppose Medicare-For-All

Voters who prefer a market-based solution for the US healthcare system over a "medicare-for-all" system

# Public Affairs and Issue Advocacy cont.



## 2nd Amendment Persuadables

Voters who are receptive to messages both for or against 2nd Amendment and gun control issues



## Anti Socialism

Voters who believe socialism would be bad for the country



## Anti Chinese Trade Policies

Voters who believe American reliance on trade with China poses national security, public health, and economic risks



## Big Tech Persuadables

Voters who are receptive to both positive and negative messages about technology companies such as Facebook, Google, Amazon and Twitter



## Climate Change Persuadables

Voters who are receptive to messages both for or against federal action on climate change



## Drug Costs Persuadables

Voters who are receptive to messages both for or against government action on the cost of prescription drugs



## Energy Influentials

High turnout voters who are likely to follow energy-related news and actively engage in energy-related issues facing their community



## Environmentalists

Voters who want to protect the environment even at the expense of the economy



## Healthcare Influentials

High turnout voters who are likely to follow healthcare-related news and actively engage in healthcare-related issues facing their community



## Infrastructure Spending Persuadables

Voters who are receptive to messages both for and against the idea that infrastructure investment will help get people back to work



## Oil & Gas Persuadables

Voters who are receptive to both positive and negative messages about the oil and gas industry



## Pharma Persuadables

Voters who are receptive to both positive and negative messages about pharmaceutical companies

# Public Affairs and Issue Advocacy cont.



## Pro 2nd Amendment

Voters who believe it is important to protect the right of Americans to own guns



## Pro Big Tech

Voters who have a favorable view of technology companies such as Facebook, Google, Amazon and Twitter



## Pro Gun Control

Voters who believe it is important to put more restrictions on gun ownership



## Pro Immigration Enforcement

Voters who support strict immigration enforcement laws including deportation and a wall on the Southern border



## Pro Infrastructure Spending

Voters who agree that infrastructure investment will help get people back to work



## Pro Oil & Gas

Voters who have a favorable view of the oil and gas industry



## Pro Opioid Crisis Action

Voters who believe the federal government should be doing more on the Opioid crisis



## Pro Pharma

Voters who have a favorable view of pharmaceutical companies



## Pro Trump COVID Response

Voters who believe that members of President Trump's COVID response team are well-qualified and doing the best they can to slow the spread of the virus and steady the economy



## Pro COVID Stimulus

Voters who disagree that the government has wasted COVID-19 stimulus money on corporate bailouts



## Renewable Energy Supporter

Voters who believe we should invest more heavily in renewable energy such as wind and solar



## Traditional Energy Supporter

Voters who believe that instead of investing in renewable energy projects, we should be investing more in supporting the development of our traditional energy resources like oil and natural gas



## Trump COVID Response Persuadables

Voters who are receptive to messages both for and against the qualifications of and actions taken by the members of President Trump's COVID response team