THE **DEEP ROOT**
DIFFERENCE

EXPERTISE

Our data science team has a deep microtargeting background, building audiences for presidential candidates, national organizations, and Fortune 50 companies beginning with the first political microtargeting efforts in the 2004 election cycle. As a leader in data-driven TV, our team drives innovation in the audience creation space and is continuously on the forefront of new methods and tactics to deliver the highest quality segments to our clients.

RELEVANCE

Since we sit on over 100 billion rows of observed linear TV data, we are able to accurately identify which audience members are hard to reach on traditional TV and prioritize them in our digital audiences. Additionally, we are consistently in the field with issue-sentiment surveys and our regular refreshes on the back end give advertisers peace of mind, knowing that we're doing the work to keep your ads in front of the right people.

CONSISTENCY ACROSS SCREENS

A diverse partnership network allows our audiences to be targeted at every phase of your paid media campaign no matter where you're buying. You can reach these audiences efficiently on linear television with our data-driven optimization tools and extend your reach and frequency to those same audiences via our Advanced TV partnership network. By using the same audiences across screens, you are ensuring consistency in your messaging and targeting.

TRANSPARENCY

We want to make sure you understand your audience inside and out before you begin any advertising campaign. That's why we offer in-depth audience reports with data on things like media consumption and demo breakouts to make sure the composition aligns with your goals. Additionally, we offer full transparency by providing details into how your audience was built and how recently it was updated.

SUPPORT

Our dedicated Data and Partnerships team is always available to help you with any audience needs. Whether you're looking to use our audiences for a holistic video campaign or start messaging in the Advanced TV space, we can work with you on the ideal audience(s) to use for your buy. We have extensive experience and insight in both the linear and Advanced TV space, so we can help you make strategic decisions about the best channels for your campaign goals.

DEEP ROOT AUDIENCES

With a myriad of options for audience targeting, it can be difficult to choose the right audiences for your advertising campaign. Deep Root has extensive experience in building highly-scalable audiences that can be targeted across all screens – from linear television to Advanced TV and traditional digital. It uses media consumption insights to inform audience creation, distributes audiences for accessible activation via a wide variety of partnerships, and offers a full team of audience experts to help guide your audience targeting decisions.