



While your favorite team is never guaranteed a win, brands shouldn't leave their campaign performance to chance. With the help of anonymized lookalike modeling and other data segments, we're able to take a closer look at target audiences across multiple fan bases to help you focus your media buys when and where they'll perform the best.

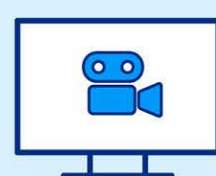
### FOOTBALL



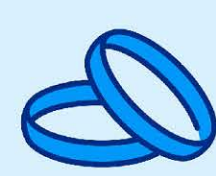
#### MOST ACTIVE

**Group:** Men & Women, 18-54  
**Regions:** Pacific Northwest  
**Time:** Late evening

### FANS ARE LIKELY...



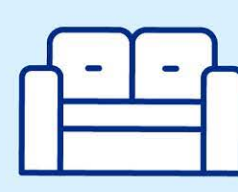
Reality TV fans



Newlyweds



Weekend travelers



Furnishing a home

### SOCCER



#### MOST ACTIVE

**Group:** Men & Women, 25-54  
**Regions:** Northwest  
**Time:** Late evening

### FANS ARE LIKELY...



Entrepreneurs



Married with children



Watching ABC



Home owners

### BASEBALL



#### MOST ACTIVE

**Group:** Men & Women, 18-34  
**Regions:** Northwest  
**Time:** Late evening

### FANS ARE LIKELY...



Body wash brand loyalists



Shopping for casual clothes



Candy fans



Eating at fast-casual restaurants

### BASKETBALL



#### MOST ACTIVE

**Group:** Men & Women, 18-54  
**Regions:** Southeast  
**Time:** Late evening

### FANS ARE LIKELY...



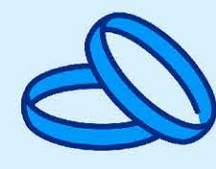
SUV drivers



Watching Showtime



Sandwich shop aficionados



Married

### GOLF



#### MOST ACTIVE

**Group:** Men & Women, 18-34  
**Regions:** Southeast  
**Time:** Late evening

### FANS ARE LIKELY...



Health nuts



Department store shoppers



Luxury travelers



Photographers

### TENNIS



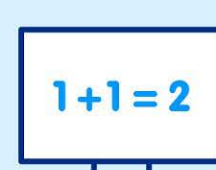
#### MOST ACTIVE

**Group:** Men & Women, 18-54  
**Regions:** Northwest  
**Time:** Late evening

### FANS ARE LIKELY...



Small-business owners



Watching educational content



Parents



Cat lovers