



WALK OFF WITH A WORLD SERIES MARKETING WIN

Knock sales out of the park by marketing to fans of one of the year's biggest sporting events, the World Series. Whether they love the Indians, the Cubs, or the Dodgers, baseball fans are passionate about the game and their favorite team. Acxiom helps you tap into this fan base with specialty audiences sure to load the bases and deliver a big hit in the clutch.

WORLD-CLASS WATCHERS

Understand TV viewing patterns from the niche of World Series watchers to those who follow Major League Baseball for the whole season to broader professional sports enthusiasts.

ROAD WARRIORS

From road trips to catching a cross-county flight, find those who will follow their teams in person. You can target audiences based on:



AIRLINE
PREFERENCES



HOW THEY LIKELY
BUY TICKETS



LODGING CHOICES
(HOTEL OR AIRBNB)

ACE SNACKERS

Game time means snack time. Target snackers based on their palate preferences.

Salty Snackers: From a crispy bag of chips to a bowl of freshly popped corn, these snackers prefer a salty crunch to go with the crack of the bat.

Healthy Snackers: These fans might choose a vegan, organic or sugar-free option as they settle in for nine innings.

MAJOR LEAGUE COLLECTORS

Reach fans who enjoy collecting sports memorabilia all year long.

FANTASY FANS

Fantasy sports players are younger, better educated, with higher household incomes and more likely to have fulltime employment. * This audience delivers those who have participated in a fantasy sports league in the past year.

For more information about how these and other targeted audiences can deliver a grand slam this season, email us at dataguru@acxiom.com.

