

FOOTBALL IS BACK



Are you ready for campaign success? Target some of football's biggest fans using audiences from Acxiom. Our audiences deliver across the full spectrum, from super fans who never miss a play, to those who travel to games for in-the-stadium experiences, to others who like to build their own team in a Fantasy Football league.



FOOTBALL-READY FANS

According to the National Retail Federation, the Super Bowl remains one of the top ten consumer spending events. But football is big business for the whole season. Find a rowdy audience of fans who have attended football games at the college or professional level in the last 12 months.



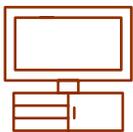
SUPER FANS

Definition: the most hardcore sports fan on the face of the earth. Find those football super fans who are off the charts in their passion to follow and support their teams.



FANTASY FOOTBALL

These fans can't get enough of instant video highlights, free live scoring, custom leagues and more from Fantasy Football. Speak their electronic pigskin language, including percent owned, percent started and most added/dropped.



SUPER-SIZE SPECTATORS

Ultra HD. 4K. Wide Color Gamut. HDR10. Dolby Vision. At 50, 60 or 70 inches. Find football fans who like their tech cutting edge, their audio clean, and their TV screens huge—and aren't afraid to purchase them.



TRAVELING FANS

This audience regularly hits the road to support their teams of choice. From frequent fliers to weekend travelers to trip-takers focused on sports, Acxiom can deliver your audience.

Contact dataguru@acxiom.com to make these and other targeted audiences pay off big before this year's game.

