ACXIOM

Acxiom Sports Audiences

Reach the most valuable sports and entertainment fans

Acxiom sports audiences provide unparalleled insights into people's behavior in the sports and entertainment ecosystem. Go beyond traditional demographics to tap into a combination of multiple factors including real-time spending habits, passion points, and evolving preferences through 450 ready-made audiences that define sports fans:

WHO
they are

WHAT
they do

WHY
they're doing it

Actionable data on all marketable American adults including:

- Sports brands: venues, teams, gear shops, concession stands
- Governing bodies: leagues, federations, etc.
- Entertainment providers: publications and networks
- Online interactions with media and brands
- Transaction and purchase-level data

Benefits

UNMATCHED DATA DEPTH: Access deterministic, transaction-based data covering the entire US population and more than 7,000 brands

PROPRIETARY MODEL: Leverage a proprietary model to identify and engage people based on their real-world behavior, not just assumptions

PRECISION TARGETING: Reach highly specific audience segments, from "High-Value Sports Bettors" to "Luxury Lifters," with pinpoint accuracy

ENHANCED CAMPAIGN PERFORMANCE: Achieve up to three times return on ad spend (ROAS), 40% higher engagement, and lower cost per acquisition

450 ready-made audiences

| SPORTS	FAN TYPES	ACTIVITIES	DEMOGRAPHICS	OCCASSION
Baseball, Basketball, Football, Hockey, Soccer, Racing, Golf, Olympics	High-Value League Fans, International Sports Fans, Values-Driven Sports Fans	Gaming, Collectibles, Sports Bettors, OTT Streamers	Women's Sports, Regional Sports Fans	Seasonal, Venues

Discover unexpected insights

College Sports Fans are

2X
AS LIKELY
than the general population to pay for workout classes
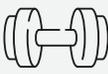
Pickleball enthusiasts are

65%
MORE LIKELY
to make purchases with tax and legal services

Runners spend

40%
MORE ANNUALLY
with home improvement retailers

For questions or more information, contact us at info@acxiom.com.

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