



## High-Response **Sports Fan Audiences** for Marketing Campaigns

Touchdowns. Home runs. Slam dunks. Slapshots. Whatever the sport, **Wiland has the audiences to help you reach the ready-to-spend fans you're looking for**—the people most likely to respond to your sports ticket, apparel, merchandise, and experience marketing.

Wiland digital audiences are created using the largest set of individual-level consumer spending and interest-intensity signals ever assembled. Using these spend-based audiences is the most effective way to improve the performance of your acquisition campaigns across all digital channels.

Here is a sample collection of our **audiences of sports fans**, which are available to activate right away:

AUDIENCE ID	AUDIENCE NAME
UAA0288	NFL Football Tickets and Team Merchandise, Intent to Buy
USP0287	College Football Fans
UAA0541	Professional Baseball Enthusiasts
USP0437	Professional Basketball Enthusiasts
USP0503	Professional Hockey Enthusiasts
UAA0371	Pro Hockey Team Apparel and Tickets, Intent to Buy
USP1215	Professional Hockey Television Coverage, Likely Viewers
UAA1055	Major League Soccer Tickets and Merchandise, Intent to Buy
UAA0245	Sporting Events Tickets, Intent to Buy
UAA1064	Professional Sports Team Apparel, Intent to Buy
UAA0081	Pro and College Football Merchandise, Intent to Buy
USP0404	TV Sports Programs, Likely Viewers
USP0333	Olympic Sports Enthusiasts
USP0382	Motocross Enthusiasts
UAA0182	Sports News Magazines, Intent to Subscribe
UAA0610	Extreme Sports Magazines, Intent to Subscribe
USP1063	Likely to Frequent Sports Bar Restaurants

### NOTES ON AUDIENCE TABLE

- » **Audience IDs beginning with UAA:**  
In-market and likely to spend in the category based on anonymized spending insights and other attributes using Wiland modeling.
- » **Audience IDs beginning with USP:**  
Affinity based on individual-level social media engagement data, transaction-level data, and other predictive attributes using Wiland modeling.



## Custom Audiences Built Just for You

Wiland also offers powerful, custom-modeled audiences based on your brand, franchise, or venue's unique campaign objectives. Built to help you target your advertising to your ideal buyers, these audiences deliver superior digital campaign results, including better response rates, lower customer acquisition costs, and higher return on ad spend.



### INTERESTED IN AN AUDIENCE TAILORED TO A SPECIFIC SPORTS LEAGUE OR FRANCHISE?

Ask today how Wiland can help you reach people interested in specific teams and athletes across any sports league.

## Ready to Connect with Your Best New Customers?

We can immediately deliver these high-response audiences to Facebook or your DSP or platform of choice. They are also available for immediate activation at Viant, LiveRamp, The Trade Desk, Google, Eyeota, and other leading platforms. For questions about finding your ideal audience or having a custom audience created to meet your specific campaign goals, contact your Wiland representative or email us at [✉ info@wiland.com](mailto:info@wiland.com).