

# To win the game, know the gamer.

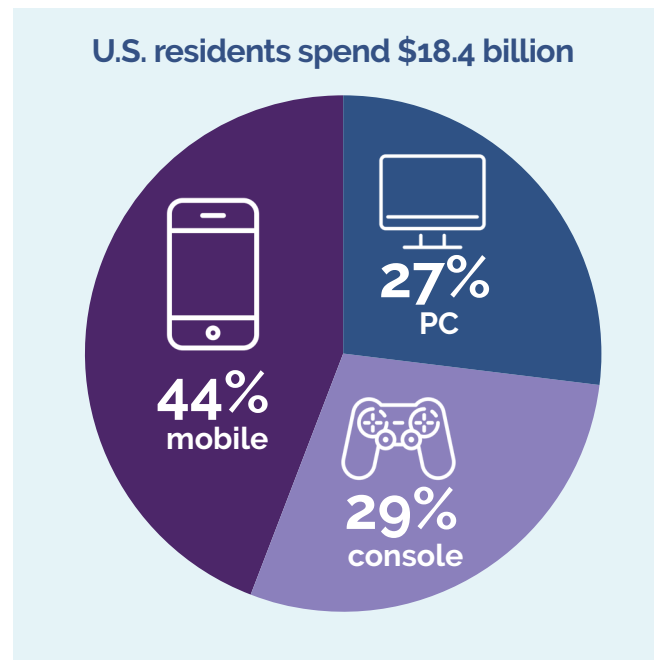
*From eSports pros to Fortnite fans, AnalyticsIQ gamer audiences help you deliver targeted messaging for every type of gamer.*

## The world of gaming is not one size fits all.

Gaming is a \$135 billion-dollar industry. Why? Because today's gaming world has a fan base that goes far beyond the stereotypical image of a young man hanging out in the basement and playing games all hours of the night.

Sure, there are those hardcore gamers. But over the last decade, there has been explosion of game types and ways to play them. These advancements have opened the gaming floodgates. Now, both men and women, young and old, are getting in on the action – and spending time and money to do so!

If you're a marketer looking to tap into this valuable audience of typically brand-loyal consumers who enjoy entertainment, our gamer audiences are critical to helping you segment and personalize your marketing campaigns.



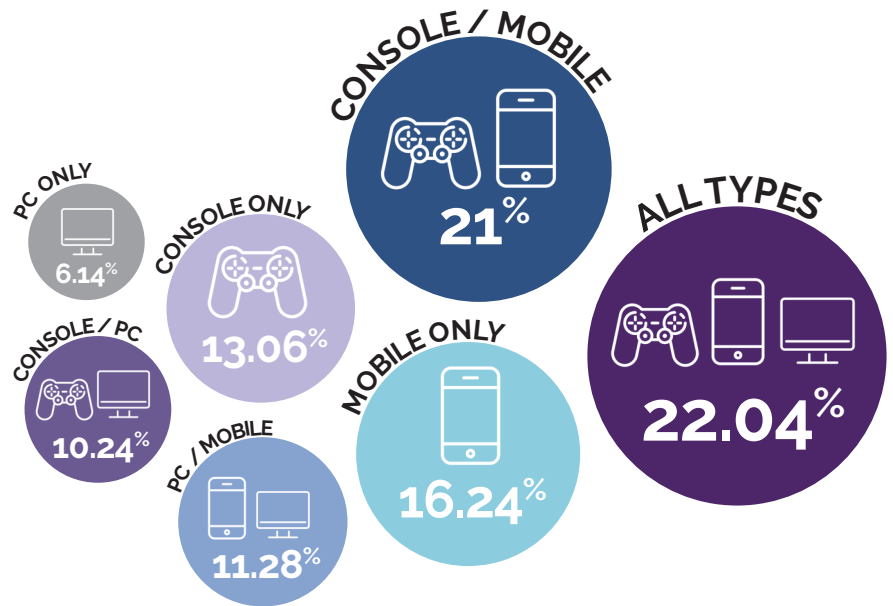
## Which gamers have the 'high score' for gaming devotion?

Is your target audience a casual gaming enthusiast willing to pay \$1 for an extra life on their fav iPhone game, or do they have a full surround-sound theatre set up so they can be immersed in their all-night gaming tournament? The difference in a consumer's dedication to gaming has a major impact on their buying decisions for games, hardware, or upgrades.

Our audiences help you segment these consumers in terms of their gaming dedication, ranking them from casual gamers, to core and even hardcore. This gives you the power to precisely target the gamers most relevant to your marketing mission, while also creating the perfect, scalable audience size.

## Devices make a difference.

Whether the game exists on a PC, a gaming console, or even a smartphone, all gamers have a need for competition and entertainment. But often times, that is where the similarities end. Depending on the gaming device, the person behind the screen most likely looks quite different. For example, did you know the difference in the average age of gaming console players and PC players is nearly 45 years? Gamers that play on consoles only are also frequently male, while mobile gamers are more likely to be female. The point is - device matters. Our gamer segmentation unpacks those insights, empowering you to level up your personalized marketing.



## Esports: The fastest growing sport in the world.

Gaming enthusiasts don't always have their hands on the controllers, sometimes they are spectators. In eSports, professional video game players compete for huge cash prizes in front of millions of fans, both in-person and online. Viewership is expected to hit 276 million globally by 2022. It's not an audience you can afford to miss! AnalyticsIQ data shows which consumers are likely viewing live-streamed gaming content, ideal for not only video game producers, but marketers from every category who are looking to reach a captive, engaged audience of brand-loyal consumers.

## Level up your marketing.

Are you ready to start using accurate, sophisticated data to improve your gamer marketing strategies?

Our flexible approach makes it easy. Whether you are looking to test, build custom models, or target prospects across channels, AnalyticsIQ can be your partner.

Contact us today at [sales@analytics-iq.com](mailto:sales@analytics-iq.com).

