



EQUIFAX[®]

Digital Targeting Segments

Sports fans

Reach consumers online by propensity and capacity

As an online marketer, you know the importance of reaching the right audience with your ad campaigns. In fact, your success can rest on it. Whether you are a professional basketball team, a sports publisher, a sponsor of a league or team, or a sports memorabilia retailer, you need to be able to reach fans with specific sport interests and the likely capacity to consume certain types of products or services.

Digital targeting segments from Equifax help online marketers market more efficiently to consumers with the specific behaviors, preferences or characteristics in their intended audience. We help marketers reach consumers likely to attend, watch, and follow certain types of sports and sporting events.

Finding the right audience matters

Based on our Economic Cohorts[®] consumer segmentation system, Sports Fans Propensity digital targeting segments take into account both interest and capacity to buy. Our unique buying capacity insights are driven by the Economic Cohorts methodology, which differentiates consumers by industry-leading measures of household economics from Equifax first. By combining anonymous insights into estimated household income, spending and credit with demographics, buying behaviors and product preferences, the Sports Fans targeting segments offer a powerful tool for helping deliver the right message to the right audience.

Our Sports Fans digital targeting segments give sports entities and associated retailers the option of reaching households based on their likelihood to follow certain types of sports.

Key benefits

Reach consumers online more effectively by using estimated sports fan propensities

Eliminate wasted ad spend by helping ensure more ads are served to consumers with the sports propensities you seek and the potential capacity to buy

Built on a foundation of anonymous, aggregated data collected by Equifax

Sports Fans Targeting Segments

Alpine Skiing Fans	Households most likely to attend or watch alpine skiing races.
Fishing Fans	Households most likely to attend or watch competitive fishing tournaments.
Golf Fans	Households most likely to attend or watch professional golf tournaments.
Horse Racing Fans	Households most likely to attend or watch horse races.
Professional Baseball Fans	Households most likely to attend or watch professional baseball games.
Professional Soccer Fans	Households most likely to attend or watch professional soccer games.
Professional Basketball Fans	Households most likely to attend or watch professional basketball games.
College Football Fans	Households most likely to attend or watch men's college football games.
College Men's Basketball Fans	Households most likely to attend or watch men's college basketball games.
Professional Football Fans	Households most likely to attend or watch professional football games.
Professional Hockey Fans	Households most likely to attend or watch professional hockey games.
Summer Olympic Games Fans	Households most likely to attend or watch summer Olympic games.
Tennis Fans	Households most likely to attend or watch professional tennis tournaments.
Winter Olympic Games Fans	Households most likely to attend or watch winter Olympic games.
Wrestling Fans	Households most likely to attend or watch professional wrestling matches.

Our commitment to privacy

Protecting consumer privacy online is one of the core values of Equifax. Our Sports Fans digital targeting segments are estimates of likely household characteristics built using anonymous, aggregated, neighborhood level data. Our digital products do not incorporate or reveal any personally identifiable information. Nor are these segments built using any data gathered about individuals' online behavior.

info.ddm@equifax.com

800.210.4323

equifax.com/DDM