



Audience Network

Reach your target consumer where they're their most passionate

sponsorpulse.com



Audience Targeting in Action

The SponsorPulse Audience Network enables marketers to get their message in front of the right target at the right time. Leveraging the breadth of the SponsorPulse data set, including more than 500,000 people across North America, we create seed audiences based on common passions for sport, entertainment and consumer behaviors that we extrapolate to a larger audience through predictive modeling.

Sample Audience: Basketball + Automotive Purchasers



Consumers who are passionate about basketball (NBA, WNBA...)



Are more likely to purchase products due to an NBA or WNBA sponsorship



Are looking to buy or rent a vehicle in the next 12 months

Access with Speed and Convenience

There are three different ways that you can leverage SponsorPulse's Audience Network. We've taken the cost and time out of the equation to ensure that you can focus your media dollars on driving meaningful results. The best part? The Audience Network scales with your sponsorship portfolio.



Off-the-Shelf

50+ audiences are readily available to transact that combine the major sport leagues and some of today's top consumer categories.



Custom Audiences

Endless possibilities of custom audiences can be created in a few days. Create one for every sponsorship in your portfolio.



Full-Service Activation

Leverage our partnership with a leading programmatic media agency to build and execute campaigns with continuous optimization.

Audiences Available Today.

The following audiences are available today. In order to request the audience, please contact our sales team with your desired DSP and we'll be back to you shortly.

Sponsorship Properties

- National Football League - NFL
- National Basketball Association - NBA
- National Hockey League - NHL
- Major League Baseball - MLB
- FIFA World Cup



Category Purchaser Behaviors

- Telecommunications Switchers
- Insurance Purchasers
- Automotive Purchasers
- Cryptocurrency Investors
- Sport Bettors
- Quick Service Restaurant Visitors
- Online Travel Bookers
- Online Retail Buyers



Consumer Insights Available for Custom Audiences

The following targeting insights are available within SponsorPulse's Audience Network. We can combine sponsorship properties with geographies, demographics, and / or category purchasing behaviors to help you reach the right person, in the right place, and at the right time.

Sponsorship Properties

- Sport Leagues, Tournaments & Teams (500+)
- Music Festivals & Shows (150+)
- Entertainment, Lifestyle & Community (200+)
- Charitable Territories & Charities (75+)

Geographies

- United States (including State level)
- Canada (including Province level)
- United Kingdom *coming soon*
- Australia *coming soon*

Demographics

- Gender
- Age Range
- Household Income
- Ethnicity
- Birth Residence
- Identify as LGBTQ+
- Kids in Household
- Marriage Status
- Personal Sports Participation
- Employment Sector
- Small Business Owner



Consumer Insights Available for Custom Audiences (continued)

Category Purchaser Behaviors

- Used a streaming service (e.g. Hulu, Netflix, Amazon)
- Purchased a product from a grocery store
- Purchased personal care products (hair, body, face care)
- Purchased chocolate, gum or candy
- Purchased a paper product (paper towel, toilet paper...)
- Purchased a soda / soft drink
- Purchased salty snacks or cookies
- Ate at a quick service restaurant (e.g. fast food, coffee shops, etc.)
- Purchased from an online retailer (e.g. Amazon, AliExpress, eBay)
- Purchased a dairy product
- Purchased from a mass merchandiser retailer (e.g. Walmart)
- Purchased gas
- Used a music streaming service (e.g. Spotify, Pandora, Apple Music)
- Purchased juice
- Purchased cereal or a snack bar
- Purchased breakfast foods from a restaurant / store
- Purchase household products
- Purchased clothing from a retailer
- Used a mobile payment provider (e.g. Paypal, BitPay, Google Wallet)
- Purchased coffee (restaurant, store)
- Played video games
- Ate at a casual restaurant or sports bar
- Purchased vitamins or supplements
- Purchased pet food
- Stay at a hotel or resort
- Used a loyalty/rewards program
- Used a delivery service (e.g. FedEx, DHL, UPS...)



Consumer Insights Available for Custom Audiences (continued)

Category Purchaser Behaviors

- Purchase a new smartphone
- Purchased liquor or spirits
- Purchased beer
- Purchased a sport drink
- Ordered food from a delivery service (e.g. UberEats, Skip the Dishes)
- Purchased wine
- Purchase eyewear
- Purchased an energy drink
- Watched an award show of any type
- Purchase headphones (Bose, Apple, Beats by Dre...)
- Visited a home improvement retailer
- Purchased a consumer electronic (Computer, TV, speakers, headphones)
- Purchase airline tickets
- Purchased a lottery ticket
- Visit a casino
- Purchase new tires for a vehicle
- Purchase a home appliance
- Book travel online or through a tourism agency
- Purchase a smart speaker (Amazon Alexa, Google Home...)
- Apply for a credit card
- Purchase a sporting good from a retailer
- Purchased international foods
- Purchase or lease a vehicle
- Visited a sporting goods retailer
- Purchased auto parts
- Purchased at-home COVID testing
- Purchased a ride from a ride-sharing platform (Uber, Lyft)



Consumer Insights Available for Custom Audiences (continued)

Category Purchaser Behaviors

- Purchased tickets to an event online (e.g. Ticketmaster, StubHub...)
- Interest in purchasing cannabis
- Purchase insurance
- Considering investing in cryptocurrency
- Purchased high performance apparel from a retailer
- Visited recreational or fitness facilities
- Taken public transit
- Purchased a luxury product (watch, handbag, shoes....)
- Used a Buy Now Pay Later service
- Invest \$25,000 or more in the next 12 months
- Consult with an investment advisor
- Switch your banking to another institution
- Used a dating website or app (Bumble, Tinder, Match...)
- Purchase a new home/condo
- Purchase Non-Fungible Token (NFT) or a digital collectible
- Purchased non-alcoholic beer
- Purchase or lease an electric vehicle
- Placed bets on a sporting event
- Placed bets on a fantasy gaming website
- Switch telecommunications providers
- Use business consulting services
- Get or renew a mortgage
- Rented a vehicle



About SponsorPulse

We're a consumer-data company that helps cut through the noise in sponsorship by bridging the gap between industry and consumer perspectives. Every year, we survey hundreds of thousands of people globally on how they think and feel about sport and entertainment properties and athletes, how they react to their sponsors, and what they think about the future of the industry. We support brands, properties, and agencies through every stage of the sponsorship journey with solution that inform decisions, value opportunities, connect you to your target audience and measure your in-market success.

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