



MARCH 2026 | WWW.FANREACH.CO

REACH, ENGAGE, & CONVERT

HIGH-INTENT SPORTS FANS

WITH PRECISION AUDIENCES BUILT ON

FIRST-PARTY DATA.



FANREACH TRANSFORMS HOW BRANDS ACTIVATE AGAINST SPORTS AUDIENCES.

Powered by Better Collective's real fan data, our sports-first audience intelligence solution enables brands to connect with high-intent sports fans and betting audiences, at scale.

21 YEARS

OF SPORTS MEDIA EXPERTISE

100% Consented, deterministic data	50M+ US fans across BC's owned media	100% Privacy-compliant
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Privacy regulation, signal loss, and the decline of third-party identifiers have fundamentally changed how sports audiences can be reached. Brands need more than probabilistic targeting. Precision, scale, and performance now depend on future-proofed solutions designed and built for the next generation of data-driven marketing.

FANREACH WAS DEVELOPED TO MEET THAT STANDARD

	OTHER THIRD-PARTY DATA	OUR FIRST-PARTY DATA
DETERMINISTIC, 100% CONSENTED	✘ No	✔ Yes
FUTURE-PROOF, INDEPENDENT	✘ No	✔ Yes
BRAND-SAFE, SPORTS FIRST	✘ No, generic	✔ Yes
REAL FAN SIGNALS	✘ No	✔ Yes, high-intent
PERFORMANCE AND SCALE	✘ No, scale only	✔ Yes, both

EVERY SCREEN. EVERY PLATFORM. EVERY OPPORTUNITY.

Our segments are built on actual behavior, such as purchase and intent signals, content consumed, sports engagement, device usage, operator affinity and geographic trends, to enable advertisers reach sports fans wherever they consume content

- DISPLAY**
Premium inventory across sports & gaming websites
- VIDEO**
Pre-roll, mid-roll, & connected TV advertising
- SOCIAL**
Native advertising across social platforms
- CONNECTED TV**
Premium streaming & live sports inventory
- DOOH**
Digital out-of-home in sports venues & high-traffic areas
- AUDIO**
Podcast & streaming audio advertising
- SEARCH & PPC**
Search engine & social PPC campaigns
- MOBILE**
In-app & mobile web advertising



SEAMLESS ACTIVATION IN YOUR PREFERRED PLATFORM.

FanReach audiences can be activated for programmatic and social targeting in all major buying platforms, through LiveRamp Data Marketplace.

CHOOSE FROM OVER 100 SPORTS AND BETTING SEGMENTS, SUCH AS:

FANREACH ▶ US ▶ SPORTS FANS ▶ PURCHASE INTENT ▶ LEAGUES ▶ NATIONAL FOOTBALL LEAGUE (NFL)

FANREACH ▶ US ▶ SPORTS FANS ▶ PURCHASE INTENT ▶ LEAGUES ▶ NATIONAL BASKETBALL ASSOCIATION (NBA)

FANREACH ▶ US ▶ SPORTS FANS ▶ PURCHASE INTENT ▶ LEAGUES ▶ NATIONAL HOCKEY LEAGUE (NHL)

FANREACH ▶ US ▶ SPORTS FANS ▶ PURCHASE INTENT ▶ LEAGUES ▶ MAJOR LEAGUE BASEBALL (MLB)

FANREACH ▶ US ▶ SPORTS FANS ▶ PURCHASE INTENT ▶ EVENTS ▶ COLLEGE FOOTBALL (NCAAF)

FANREACH ▶ US ▶ SPORTS FANS ▶ PURCHASE INTENT ▶ EVENTS ▶ SUPER BOWL

FANREACH ▶ US ▶ SPORTS FANS ▶ PURCHASE INTENT ▶ EVENTS ▶ NBA FINALS

FANREACH ▶ US ▶ SPORTS FANS ▶ PURCHASE INTENT ▶ EVENTS ▶ WORLD SERIES

FANREACH ▶ US ▶ SPORTS BETTORS & GAMBLERS ▶ EVENTS ▶ WORLD CUP

FANREACH ▶ US ▶ SPORTS BETTORS & GAMBLERS ▶ LEAGUES ▶ COLLEGE BASKETBALL (NCAAB)



**FAN
REACH™**
BY BETTER COLLECTIVE

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TAP INTO THE

***POWER OF
FIRST-PARTY
DATA.***

Request a demo or more details:

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