



Built with unmatched domain expertise & engineered from deterministic event records across consumer purchases, attendance, viewership, & more, Sports Innovation Lab Audiences are the industry's most precise and actionable solutions.



## The Difference is in the Data

Our Fluid Fan Graph™ enables brands to engage sports, media, retail, and entertainment consumers with unmatched accuracy, personalization, & scale. Our models train on deterministic, transactional, and intent-based data from 250M+ US consumers, are cookie-free and privacy safe, and have unparalleled domain expertise across sports, entertainment, retail, and media.

**+250M**

Individuals (18+) and household targeting attributes

**+140M**

Individuals with passively collected transaction/purchase level data

**+8.5B**

Online interactions with category, subcategories, and individual brands

**+8,000**

Major brands, niche brands, longtail merchants, and retailers

**+2,500**

Custom sports & entertainment brands: leagues, teams, venues, shops, and more

## Proven Performance for Real Results

Average results from brands utilizing Sports Innovation Lab's audiences across addressable & digital channels:

Efficiency

**40%**  
MORE  
ENGAGEMENT

Effectiveness

**200%**  
DECREASED  
CPA

Performance

**+3X**  
SALES  
LIFT

## Moving from inferred actions and cookie-based profiles to actual consumers allows our clients to:



Accurately extend reach at scale with passively collected, observational and deterministic data



Customize and personalize creative knowing you're hitting the right consumer



Engage elusive and high value / high growth sports, entertainment, and retail communities



## How our Audiences Compare

VERSUS MAJOR AUDIENCE PROVIDERS TODAY

	Sports Innovation Lab Audiences	Other Sports/Ent Providers
<b>Accuracy</b>	Use deterministic actions: Buy/Go/Watch	Use Infrared actions: survey/page visit
<b>Certainty</b>	Definitive link between data and actual consumer (ID Based)	Not definitive - Based on estimated likelihood (Cookie Based)
<b>Specificity</b>	Detailed, action based	Broad, inferred actions
<b>Cookie Reliance</b>	None	Complete Reliance
<b>AI Powered</b>	Trained generative AI designed for sports with Fluid Fan™ modeling	Not included
<b>Brand Coverage</b>	8000+	Avg 1,000
<b>Sports Brand Coverage</b>	2,500+	Avg 50
<b>Sports Fan Modeling</b>	Built with Fluid Fan™ IP to model future fan actions and customize and extend with purchase behaviors	Modeled with demographics
<b>Sports Fan Profile</b>	Multifaceted sports fan: model consumers across 100+ sports communities to build rich sports fan profile	Typically inferred as fan of single sport

## More than 500 Audiences Live Today

EXAMPLE AUDIENCE CATEGORIES

### LEAGUES & TEAMS

- NFL
- MLB
- NBA
- NHL
- NASCAR
- F1
- NWSL
- WNBA
- MLS
- USL
- English Premier League
- La Liga
- UFC
- One Championship
- PGA
- PGA
- WTA
- USTA

### INTERNATIONAL

- Global Sports Fans
- Olympic Fans
- 3 on 3 Fans

### SPORTSTAINMENT

- Topgolf
- Chick N Pickle
- The Sphere
- Cosm/Immersive

### EMERGING SPORTS

- Big 3
- Unrivaled
- LOVB
- Drone Racing
- PLL
- Super League
- Cricket
- Women's Rugby

### FLUID FANS

- Fans of Women's Sports
- Values-Driven Fans
- Creator Fans
- Sustainable Fans
- Emerging Sports Fans
- **Youth Sports Fans**

### OTT

- Platform Subscribers
- OTT Switchers
- OTT Loyalists

### ENTERTAINMENT

- Concerts & Festivalists
- Theme Parkers
- Collectibles
- Gamers
- Sports Streamers
- **Sports Bettors**
- **Action Movie Buffs**

### Youth Sports Fans

Parents actively participating in youth sports, can be customized by: sport, region, participation level, spend level, league, and more

### Action Movie Buffs

High value and high frequency fans of new movie releases and action movies, including those who have high spend per theater visit per consumer

### Sports Bettors

Bettors customized by: betting platform, deposit minimums, cross-betting platform behavior, sports team/league affinity, and more

## Audiences Available On

DSPs



ONBOARDERS & SOCIAL PLATFORMS





**Sports  
Innovation  
Lab**

# Driving User Acquisition and E-Commerce ROI with Data-Driven Fan Targeting

## OVERVIEW

Diamond Kinetics (DK) is a sports tech company specializing in youth baseball and softball development, focused on making practice more engaging through a combination of connected devices, computer vision, and VR integration. DK is also designated as the *Trusted Youth Development Partner of Major League Baseball (MLB)*, providing cutting-edge technology for player evaluation and development, including at events like the MLB Draft Combine.

## THE STRATEGY

Diamond Kinetics partnered with Sports Innovation Lab to activate our deterministic, transaction-based audiences built from our proprietary Fluid Fan Graph™. The deployed the Youth Sports Baseball Audience and Youth Sports Volleyball Audience—segments built utilizing real purchase behaviors by youth sports parents.

## THE CHALLENGE

Diamond Kinetics had two primary business goals:

1. Drive user acquisition in SidelineHD, their youth sports game live-streaming app that serves sports beyond baseball & softball, including a growing volleyball audience
2. Efficiently drive sales on their Amazon store, which offers bat sensor technology and corresponding subscriptions to a companion training app.

Both goals required more precise targeting of high-value youth sports households.

## THE RESULTS

Sports Innovation Lab Audiences surpassed existing benchmarks, drove higher quality customers, and ultimately moved more product when compared to DK's remarketing and traditional interest-based audiences.

**30%**

LIFT IN CTR

**10%**

LIFT IN FIRST TIME  
ACCOUNT CREATION

**74%**

MORE UNITS MOVED  
ON AMAZON

\*Results vs. same time period previous year

