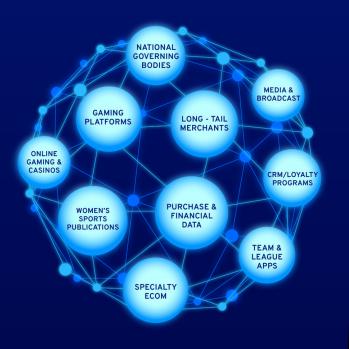
Sports Innovation Lab Audiences

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: 40%
MORE

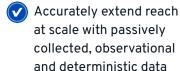
ENGAGEMENT

200%
DECREASED

Performance

+3x SALES LIFT

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



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
Accuracy	Use deterministic actions: Buy/Go/Watch	Use Infrared actions: survey/page visit
Certainty	Definitive link between data and actual consumer (ID Based)	Not definitive - Based on estimated likelihood (Cookie Based)
Specificity	Detailed, action based	Broad, inferred actions
Cookie Reliance	None	Complete Reliance
Al Powered	Trained generative AI designed for sports with Fluid Fan™ modeling	Not included
Brand Coverage	8000+	Avg 1,000
Sports Brand Coverage	2,500+	Avg 50
Sports Fan Modeling	Built with Fluid Fan™ IP to model future fan actions and customize and extend with purchase behaviors	Modeled with demographics
Sports Fan Profile	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
- LPGA
- = 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

- 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



























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:

- 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