



Enrich VIP Relationships with Valuable Behavioral Intel

IN TODAY'S COMPETITIVE SPORTS BETTING MARKET, TIMING IS EVERYTHING.

Reaching the right player at the right time with the right promotion can be the difference between acquiring a VIP or losing them to your competition.

And when you consider the number of devices and sportsbooks the modern player uses, trying to stand out in a crowd is an enormous challenge. But, what if you could use your existing players and transactional data to understand which factors motivate conversion and bet placement, and make your VIPs tick?

With TransUnion's TruAudience® ElementOne platform, operators can obtain the player insights and understanding that's needed to deliver personalized experiences to existing players and identify the best VIP prospects.

TruAudience ElementOne features more than 20,000 audience profiles – ranging from psychographic and

behavioral attributes to attitudes, preferences for gambling, lottery, sports betting and casino, buying patterns, interests, media usage and more. This info helps you make informed decisions based on observed, in-market behavior and target with granularity or at scale.

Custom audiences for sportsbook operators

Personas using TruAudience ElementOne



Demographics

- ~**54%** of all US households
- **67.9 million** households
- **Above average** interest in Sports
- **44%** more likely to watch Sports on TV
- Average age: **54**
- Have children: **33%**
- Average Income: **\$82K**
- Are homeowners: **68%**
- Caucasian: **80%**
- African American: **14%**
- Hispanic: **14%**
- Asian: **4%**



Highest Penetrated Metropolitan Markets

- Nashville, TN
- Pittsburgh, PA
- Indianapolis, IN
- Charlotte, NC
- Raleigh, NC
- Minneapolis-St. Paul, MN



Other Major Sports Interests Propensity

- NASCAR – **144**
- MLS – **109**
- PGA – **108**
- NCAFF – **107**
- NFL – **104**
- MLB – **103**
- NHL – **100**
- NBA – **94**



At-Home Sport Viewership

55% of US households will likely tune into live sports broadcasts.

Additionally, **21%** of US Households claim they buy from companies who sponsor sports teams.

These **sporting events** are can't-miss opportunities for sponsors and advertisers alike as these consumers gather their favorite meals and drinks to tune into these memorable events!



Media Behaviors

- Rely on TV to keep me informed
- TV main source of entertainment
- TV programs I arrange schedule around
- Ads help me learn about products available
- Choose my name not be on mailing lists

Audience intelligence platform applications

- Gain a robust understanding of your online or land-based players to feed into acquisition strategies as new markets come online
- Transform granular data into valuable, geospatial insights by ingesting, mapping and analyzing under one unified platform
- View market share by state or within a specific geo-footprint for better competitive intelligence
- Scale and expand your reach by creating lookalike audiences of your VIPs or high-value players
- Plan, activate and measure your targeted marketing across channels with one integrated suite of intelligent solutions
- Already have an audience platform in place – enhance it with consumer data available at the state level

Identify, understand and engage your best players

TruAudience ElementOne enables brands to plan, execute and measure their operational and growth strategies by leveraging customer insights that were previously unavailable. Our robust audience framework combines consumer demographics and observed, in-market behavioral data so marketers can: deeper engagement across channels, we're ready to partner on the next step.



Receive rich customer insights – Identify and understand sports bettors through the lens of their state's market



Digitally measure offline data – Ingest your offline transactional data to measure past campaigns, analyze your audience composition, and then syndicate across online sportsbooks, land-based casinos, daily fantasy and iGaming products



Build custom audiences – Create custom audiences to expand your player base and reach, connecting gambling signals, sports media consumption or buying power identifiers to a broad range of demographic and psychographic variables



Improve advertising and messaging – Enhance campaign efficacy by engaging audiences with personalized messages and promotions based on their attitudes, lifestyles and betting behaviors



Enhance your GTM strategy – Analyze the demographic makeup of a certain region for test markets, product launches or promotions



Leverage location-based insights – Overlay mobile ad IDs (MAIDs) and behavioral tendencies to understand how and when to target certain audiences

To learn more about TransUnion's TruAudience audience solutions, visit

www.transunion.com/audiences

