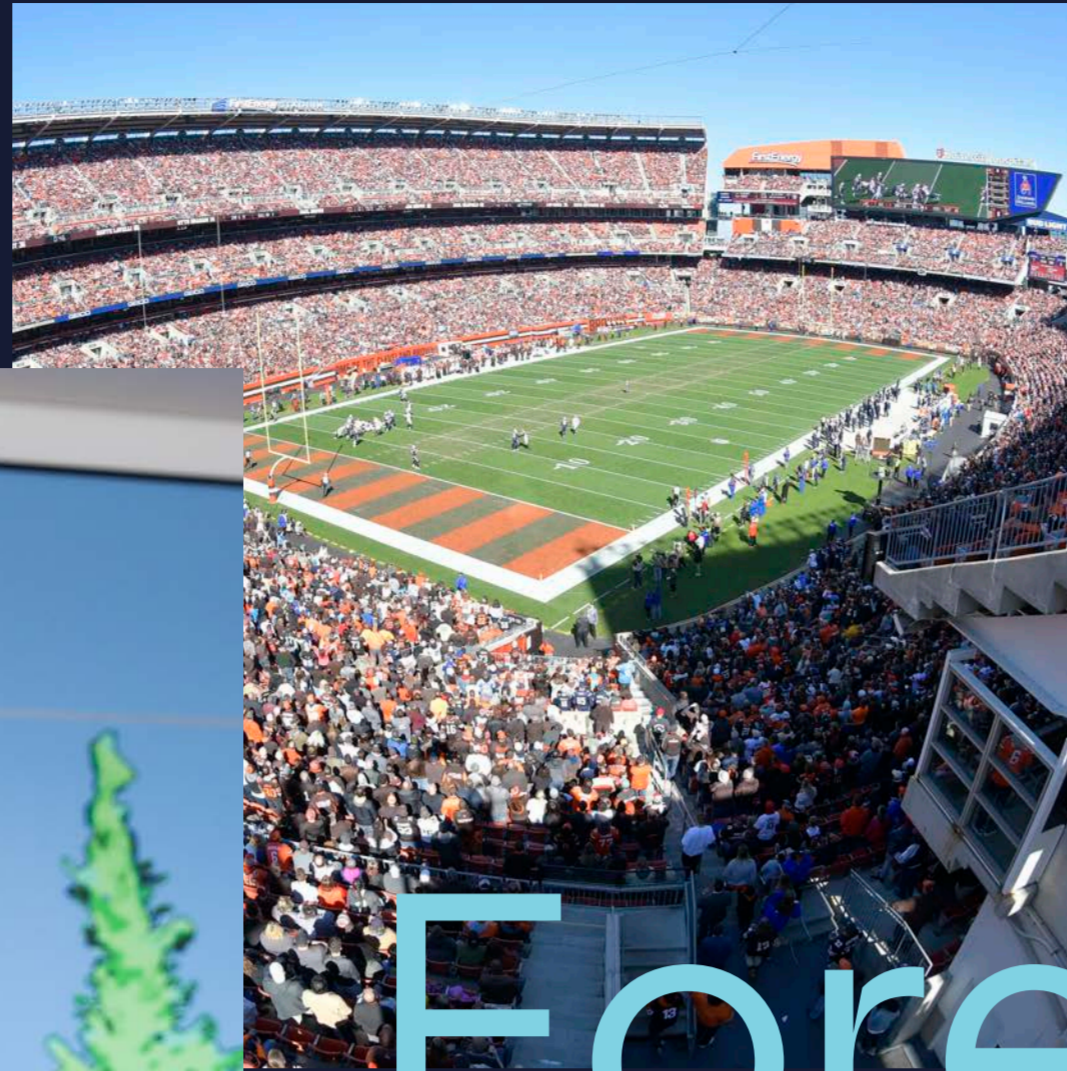




Unlock the world's most valuable sports audience

How, when and where to engage
and monetize NFL fans
in the cookie-less world.



Foreword

By Josh Linforth
Managing Director,
Media & Engagement

As a way for brands to engage fans and acquire customers at scale, nothing quite captures an audience like the drama and excitement of live sport. But as brands and marketers prepare for a cookie-less world amid an increased demand for data privacy – engaging these fans online requires a pivot to a more content led strategy

Without third-party cookies, having a true understanding of your audience via first-party audience data has never been more important. It enables brands to personalize campaigns and pick the perfect moment, channel and content for every fan.

For 20 years, Genius Sports has helped brands to acquire and monetize sports fans. A partner to over 400 sports leagues, we know sports audiences and how to engage them. Since April 2021, we've worked in official partnership with the NFL to transform fan experiences through innovative fan engagement solutions and digital marketing campaigns.

By analyzing how NFL fans behave online, this report will help you maximize the marketing potential of the biggest sports property in the world.

If you're interested in speaking to one of our experts, feel free to get in touch.

What's inside?

Our top three tips:



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Data-driven
social video

NFL social videos generated 6.1B views in 2020; capitalize on the opportunity.

Page 7-10

Official
data

53% of fan content is consumed via mobile; make your programmatic advertising stand out.

Page 11-14

Optimize
Super Bowl spend

Fan activity rises in the final 48 hours before kick off; weight your ad spend perfectly.



Social is the home of fans. Tap the real-time opportunity

In 2020-21:

+38%

Increase in NFL social media engagement.

+93%

Increase in NFL Instagram content views.

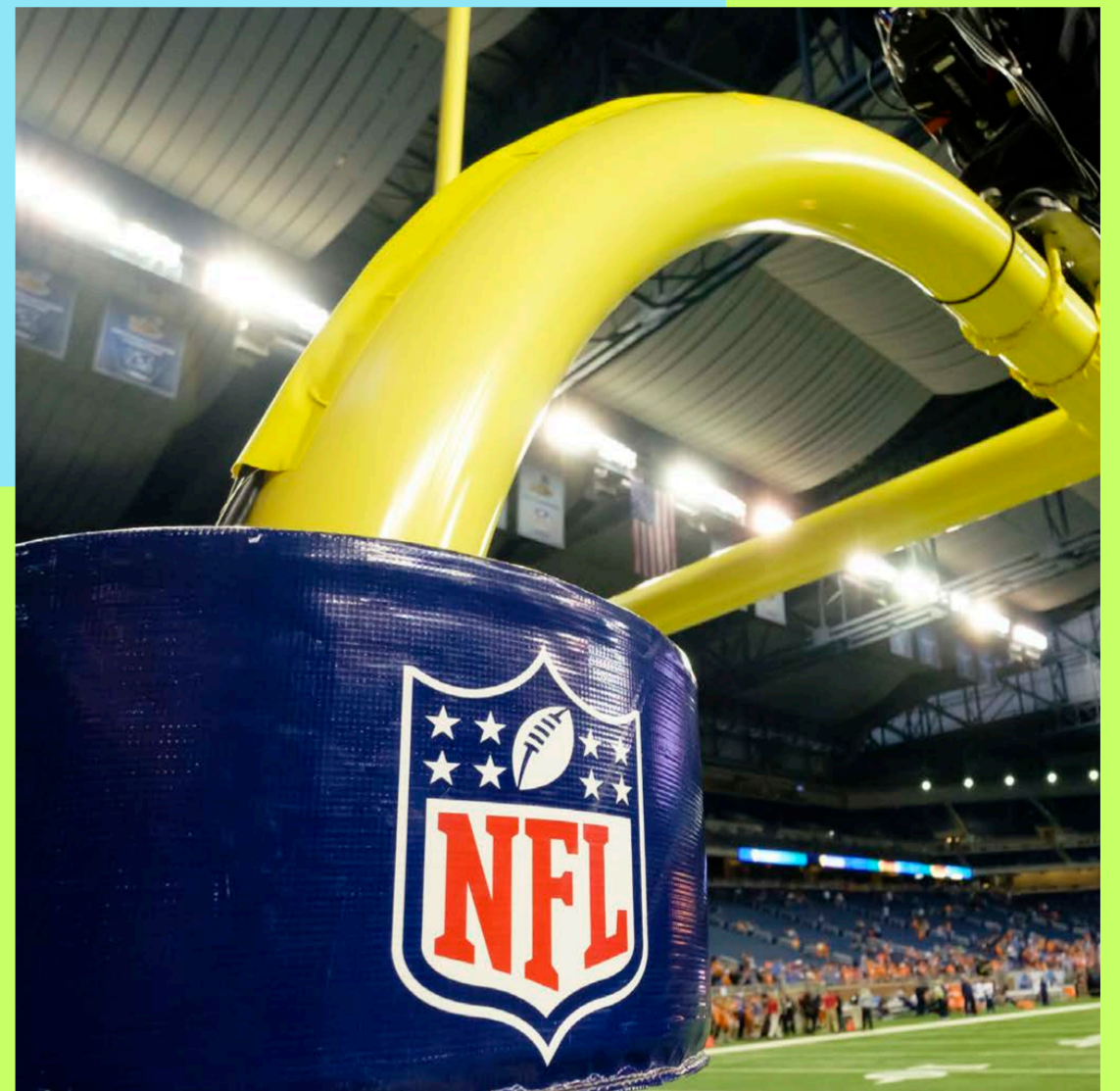
+35m

Increase in NFL athlete Instagram followers.

Research shows 70% of advertising performance is driven by creative – and on social media, video is king.

By adding live game data to creative, brands can be in the moment and stay relevant when TDs are thrown and games are won. This privacy compliant data optimizes the timing of ads and posts, too.

NFL fans love video content and in 2020, NFL's Facebook, Twitter, Instagram and Tik Tok handles generated a combined 6.1B video views.



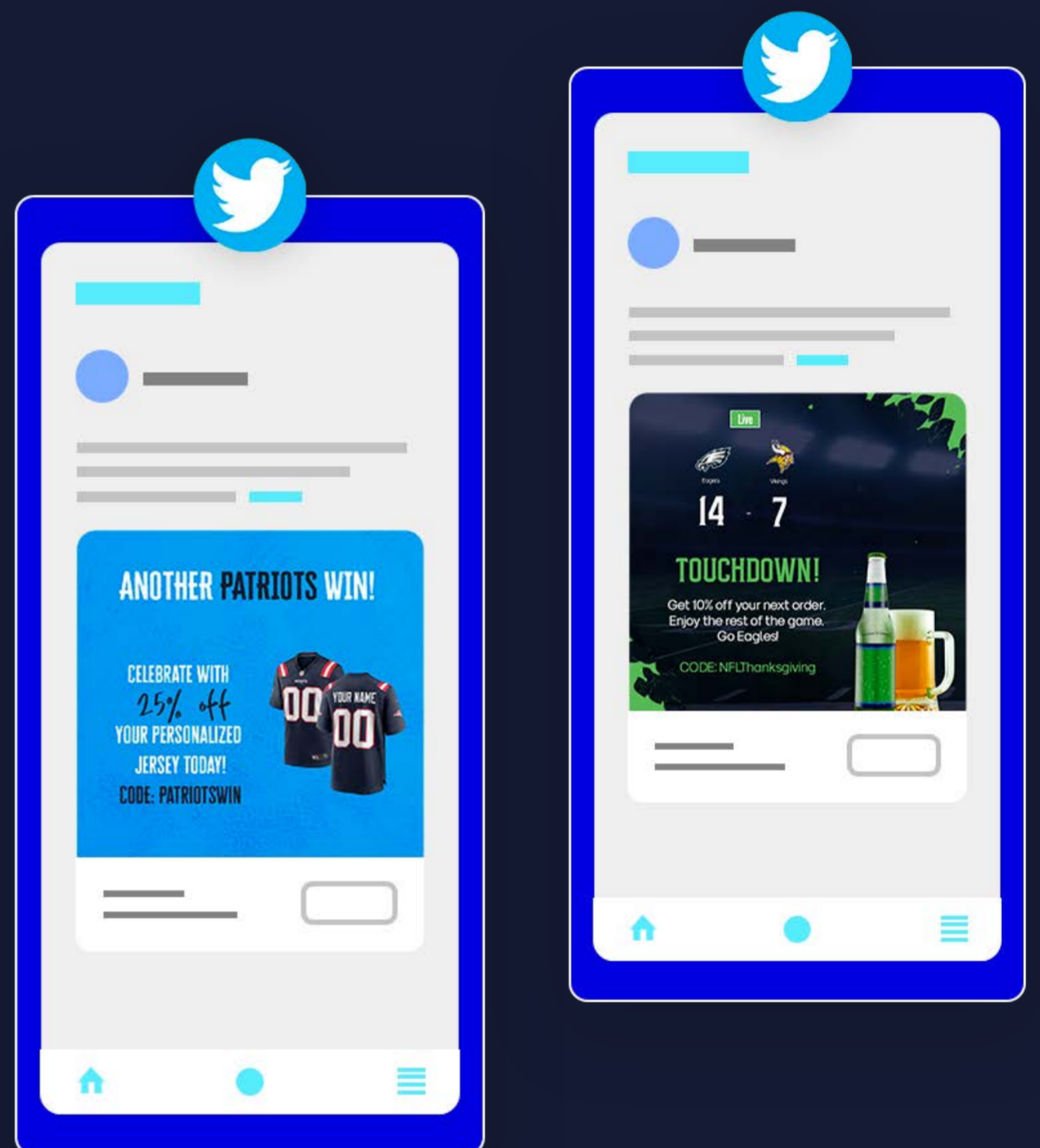
Did you know?

Data-driven social videos delivered 1.8x Return on Ad Spend (ROAS) for a client on a recent live sports campaign.

Twitter enables +31% engagement on TV sport

Twitter is the second-screen experience for many NFL fans. It hands them real-time insights as they watch live games on TV.

Research shows that when fans follow Twitter and TV together, engagement rises by 31% while memorability grows by 35%.



Did you know?

Negative sports triggers (like points to the opposition) in messaging delivers high levels of Twitter engagement. Fans check their mobile when things don't go their way.

53% of content is consumed via mobile



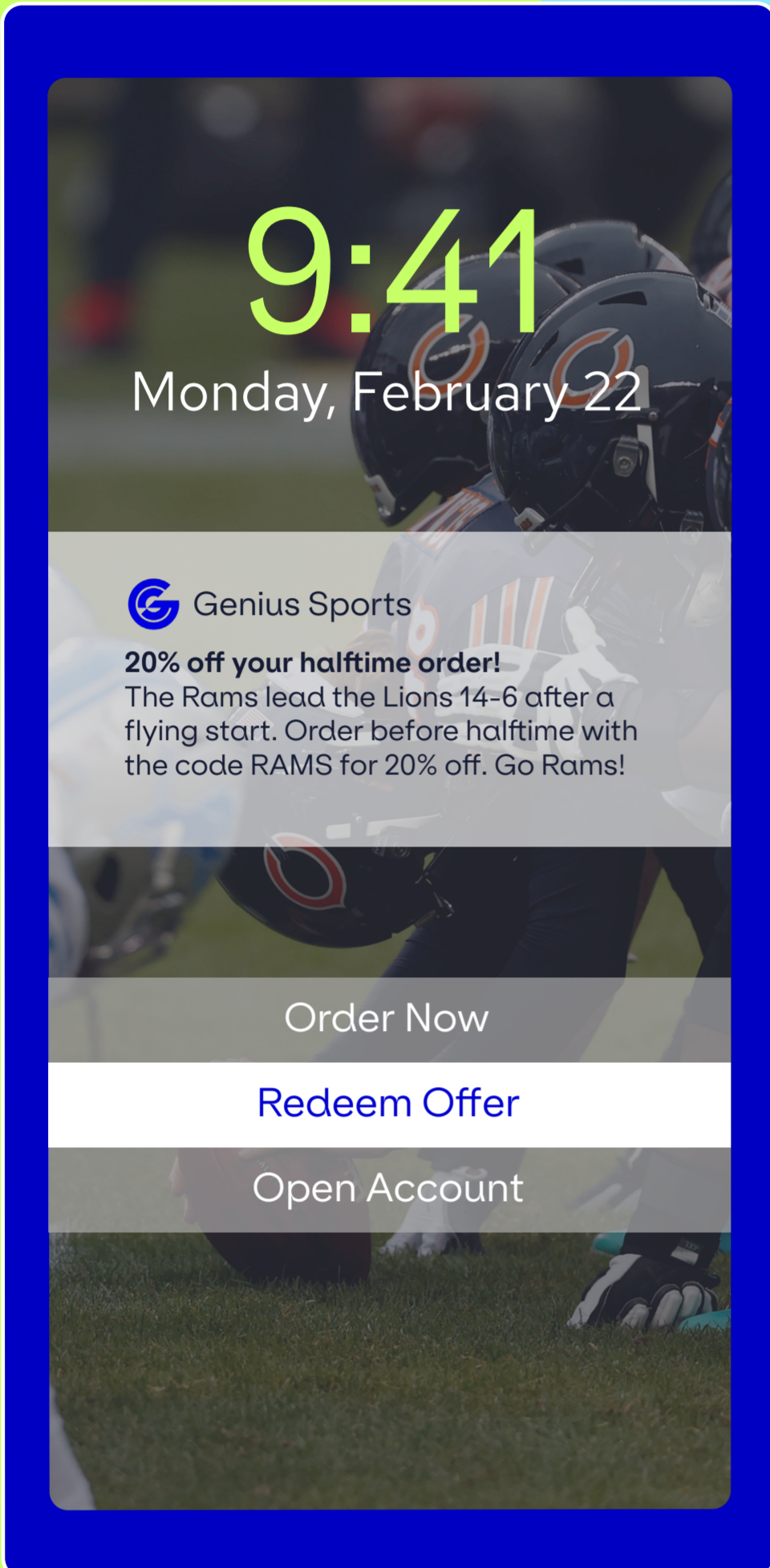
Mobile



Desktop/Laptop



Tablet



Nowadays, the majority of NFL publisher content is consumed via mobile, meaning brands need to watch out for fast browsing behavior and look to data-led content.

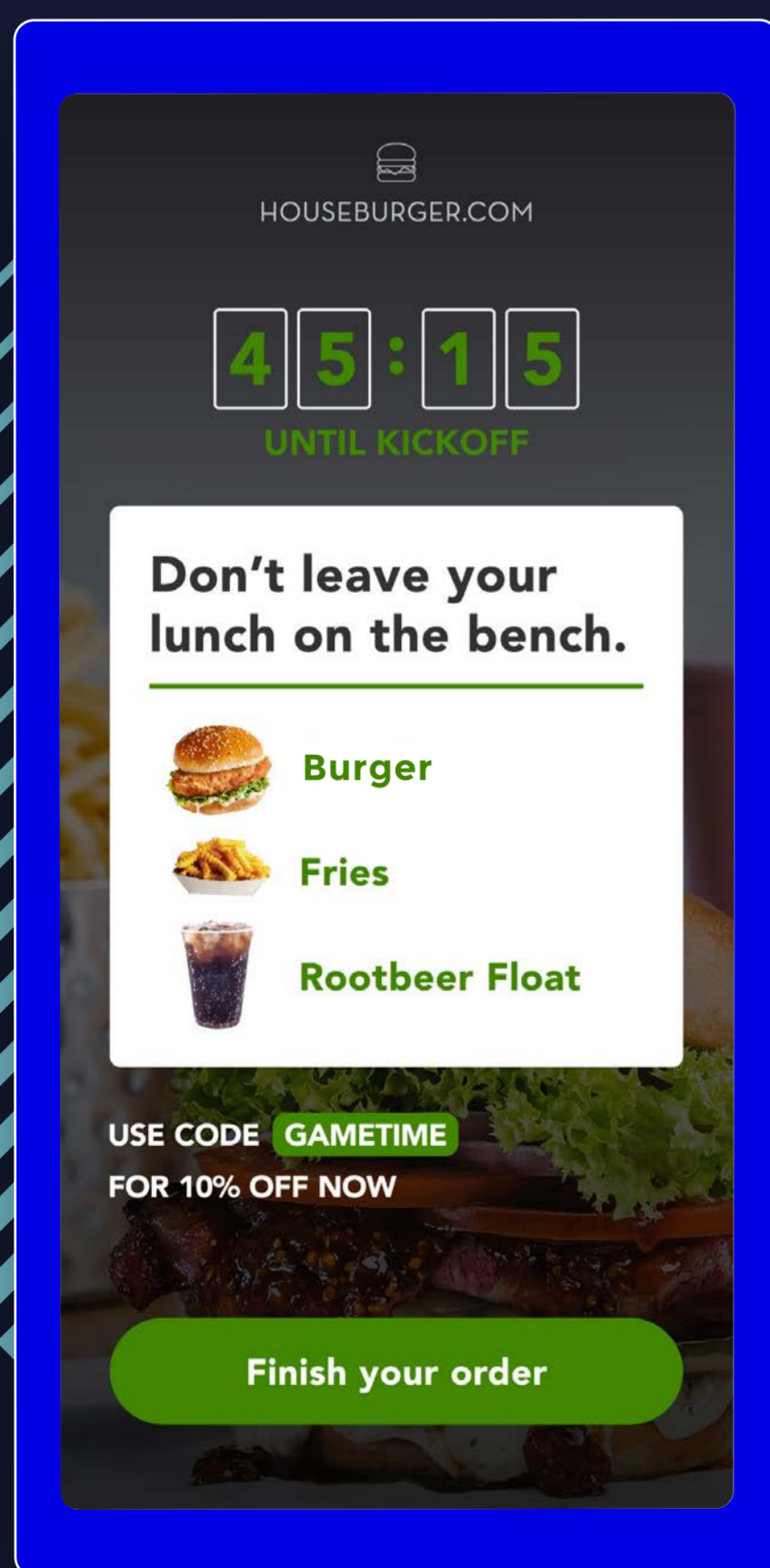
If you have an app, personalized push messages help you stay relevant. While when it comes to paid advertising, programmatic video and branded sports content ensure you aren't scrolled past.

Did you know?

Personalized push messages delivered via our tech increased conversions by 5-10% when powered by live sports stats.

Find the right moment to connect

Reaching sports fans with NFL-based advertising is one thing. But **reaching them during the biggest live moments** is a whole different proposition.

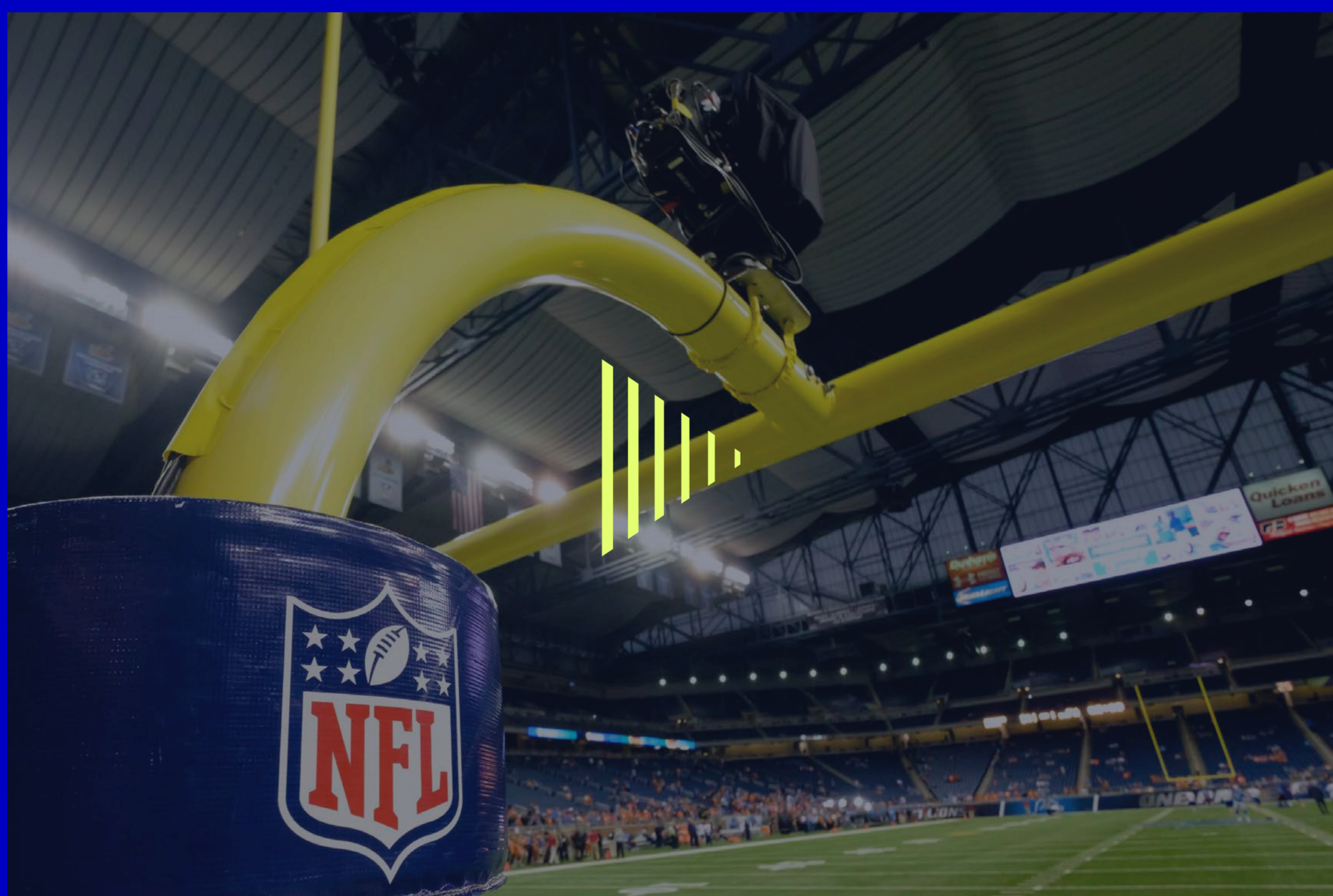


In the 2020-21 regular season, NFL teams passed for a record-breaking 871 TDs and rushed for a new-high of 532. That's over 1,000 opportunities, when emotion is highest, to engage fans and build memory structures.

Capitalize by pairing fan behavior and official game data to drive media buying and messaging. This delivers excellent campaign results.

Did you know?

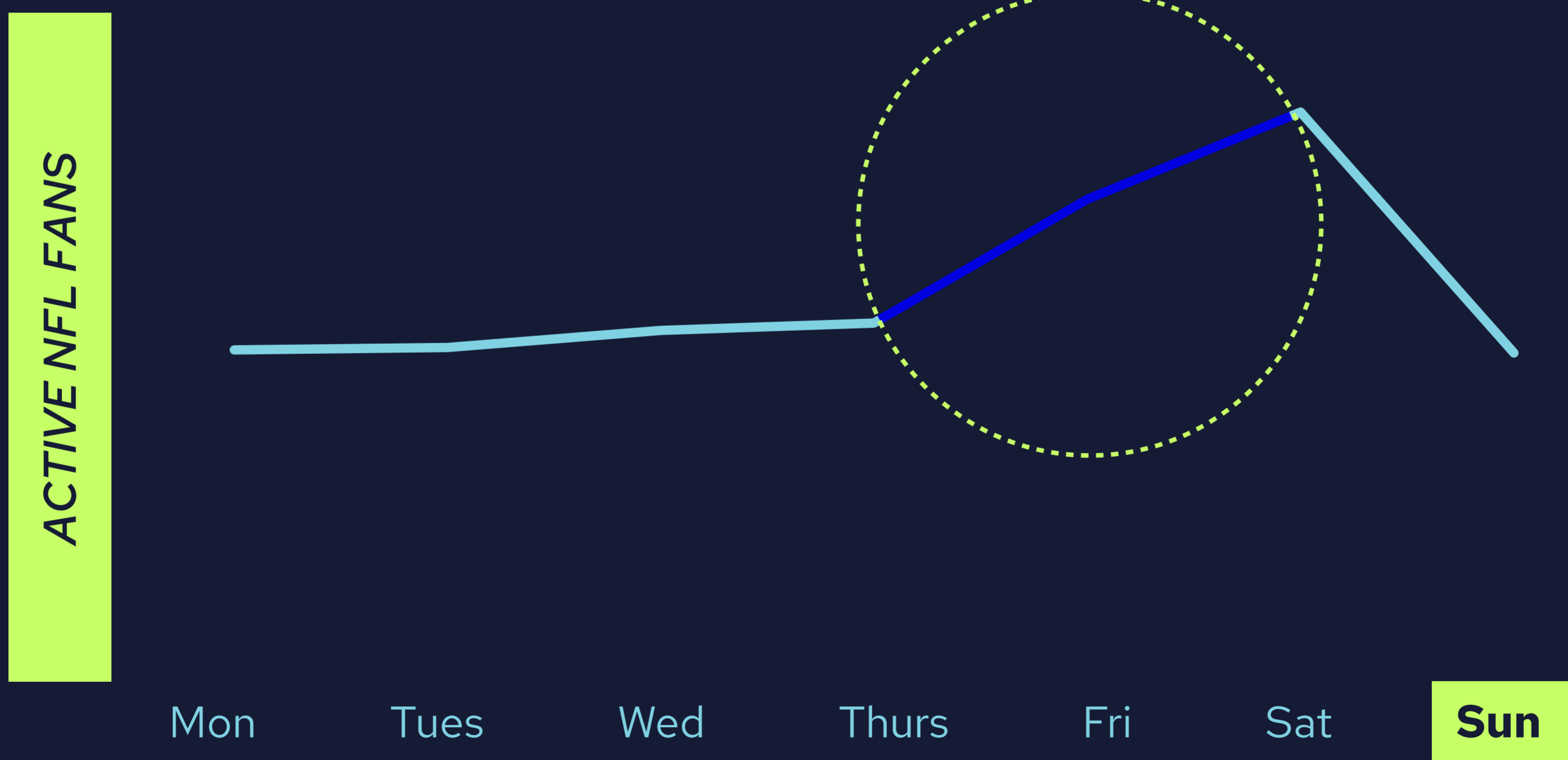
In 2020, Americans watched the NFL more than any other media property – its games accounted for 6.6B hours of viewership.



Activity rises in the final 48 hours

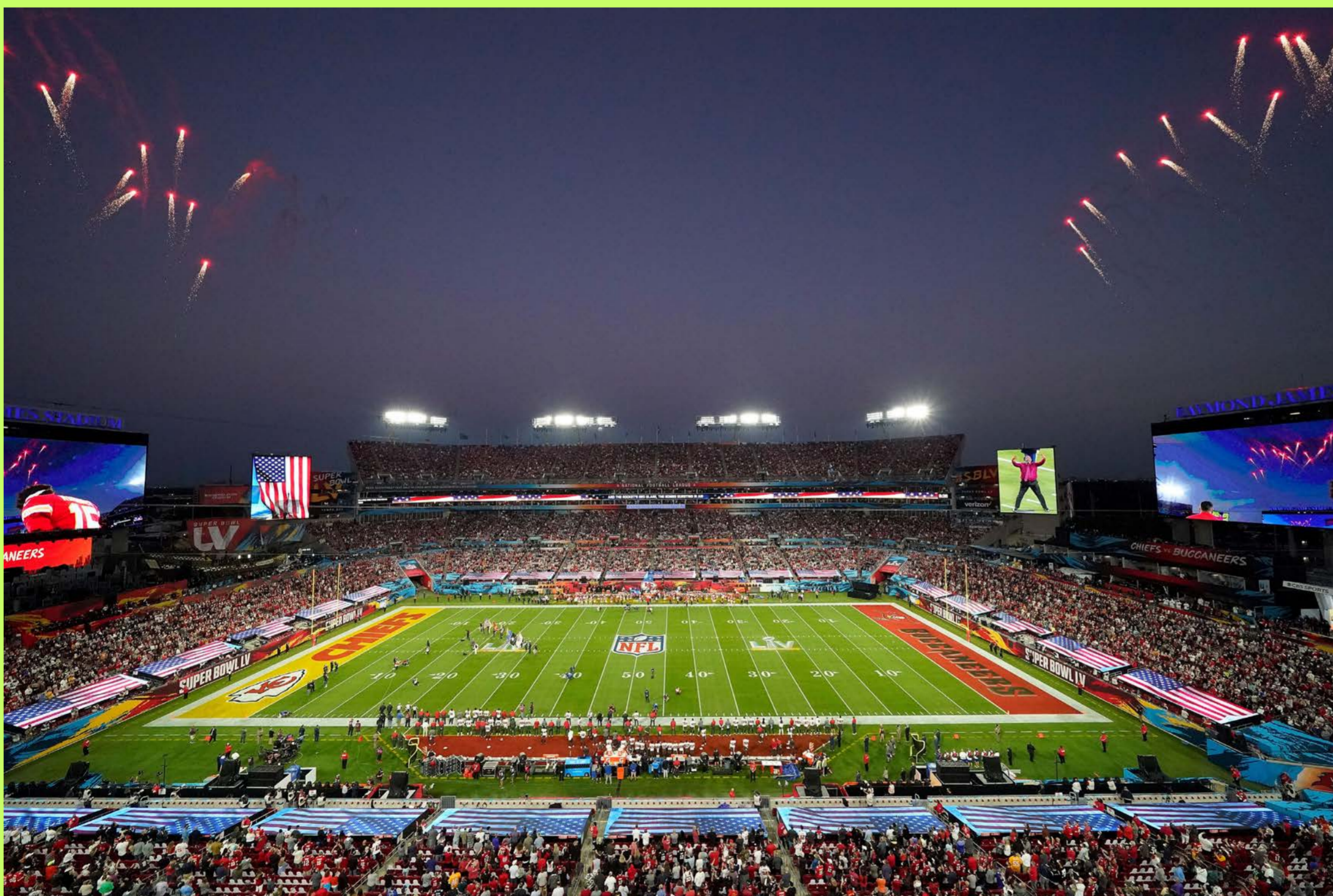
During Super Bowl LV week, NFL fan activity on sports publisher sites rose gradually from Monday to Thursday, peaking in the two days prior to kick-off.

For brands, pacing ad spend through this period is crucial. Building awareness early in the week before finding personalized moments to re-engage in the final 48 hours will deliver a significant uplift in ROI and conversions.



Did you know?

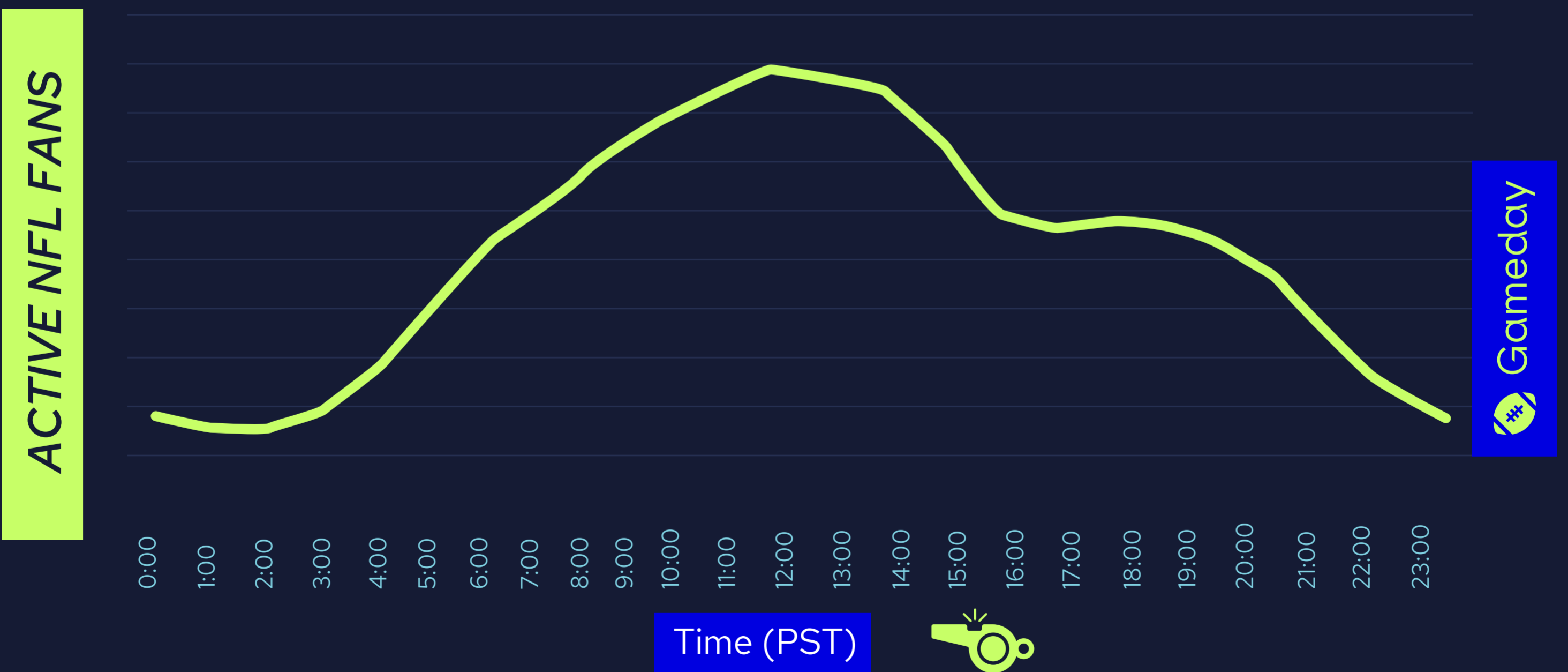
Between Thursday and Friday of Super Bowl LV week, the number of unique sports publisher user sessions rose by 28%.



Fan engagement peaks at 11am (PST)

On Super Bowl morning, NFL fans check-in to digital content one final time for team news, projections and stats before the action begins.

Engagement builds at a consistent rate as the West Coast wakes up, with 1pm to 4pm (EST) / 10am to 1pm (PST) an opportunity that brands don't want to miss.



Did you know?

60% of NFL viewers want to see more Super Bowl content from brands online and on social media.



We help you grow

Genius Sports is a world-leading sports data, technology and digital content supplier that powers over 800 organisations globally. Our advertising solutions and end-to-end agency service enable brands to acquire and monetize sports fans with personalized digital campaigns, leveraging real-time sports and audience data and over 20 years' experience.

Listed as \$GENI on the NYSE, we're an official data and video partner to hundreds of sports leagues including the NFL, NBA, NCAA, English Premier League, MLB and NASCAR.

Proven to
optimize advertising
for major brands



Ready to

grow
your brand?

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[Discover more](#)