

MARCH BASKETBALL FANS WHAT MARKETERS AND ADVERTISERS NEED TO KNOW

March turns four United States geographies head-to-head during the largest college basketball tournament of the year. The games brought **181 million** viewers¹ to TV and online screens where advertisers flocked to reach them.

WHO ARE U.S. BASKETBALL FANS?

Here's a breakdown of non-intuitive insights about basketball enthusiasts and their surprising drink, hobby, music, sport and TV show preferences.

MEN'S COLLEGE BASKETBALL VIEWERS ALSO...



32% order wine at restaurants and 7% drink Kendall-Jackson®

13% eat at Outback Steakhouse®



55% garden as a hobby



13% stay at Hilton® hotels when traveling domestically



17% listen to jazz



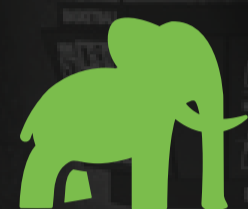
And get this, **12%** watch "The Good Wife" on CBS®

31% own golf clubs



HOUSEHOLDS WHO BUY LICENSED COLLEGE SPORTS CLOTHING ALSO...

13% drink light beer, especially Michelob®



39% visit the zoo

16% dine at Buffalo Wild Wings® Bar and Grill



18% enjoy scrapbooking



9% listen to hard rock, especially System of a Down and Slipknot



9% read US Weekly™

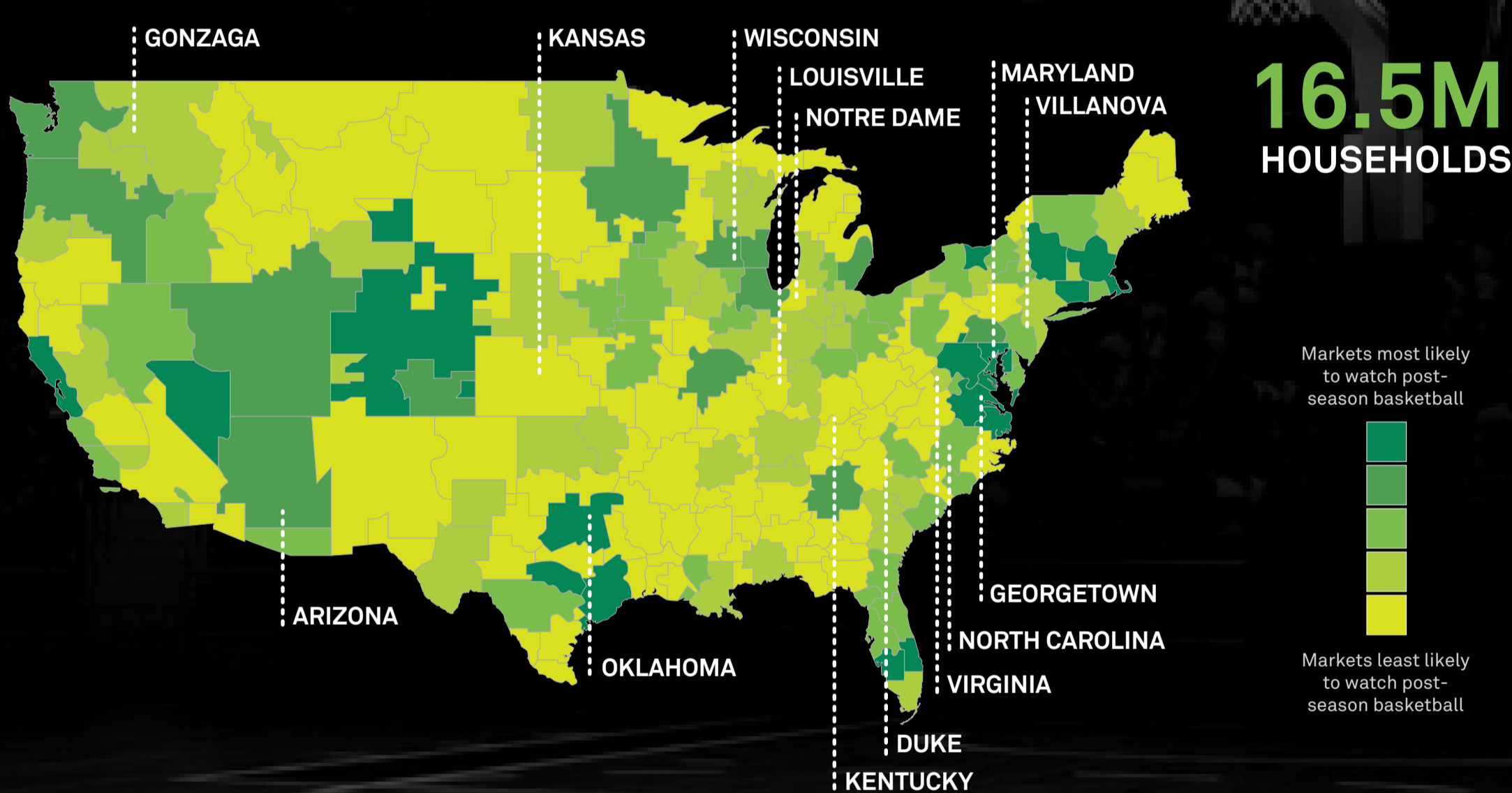


25% watch "The Big Bang Theory" on CBS®

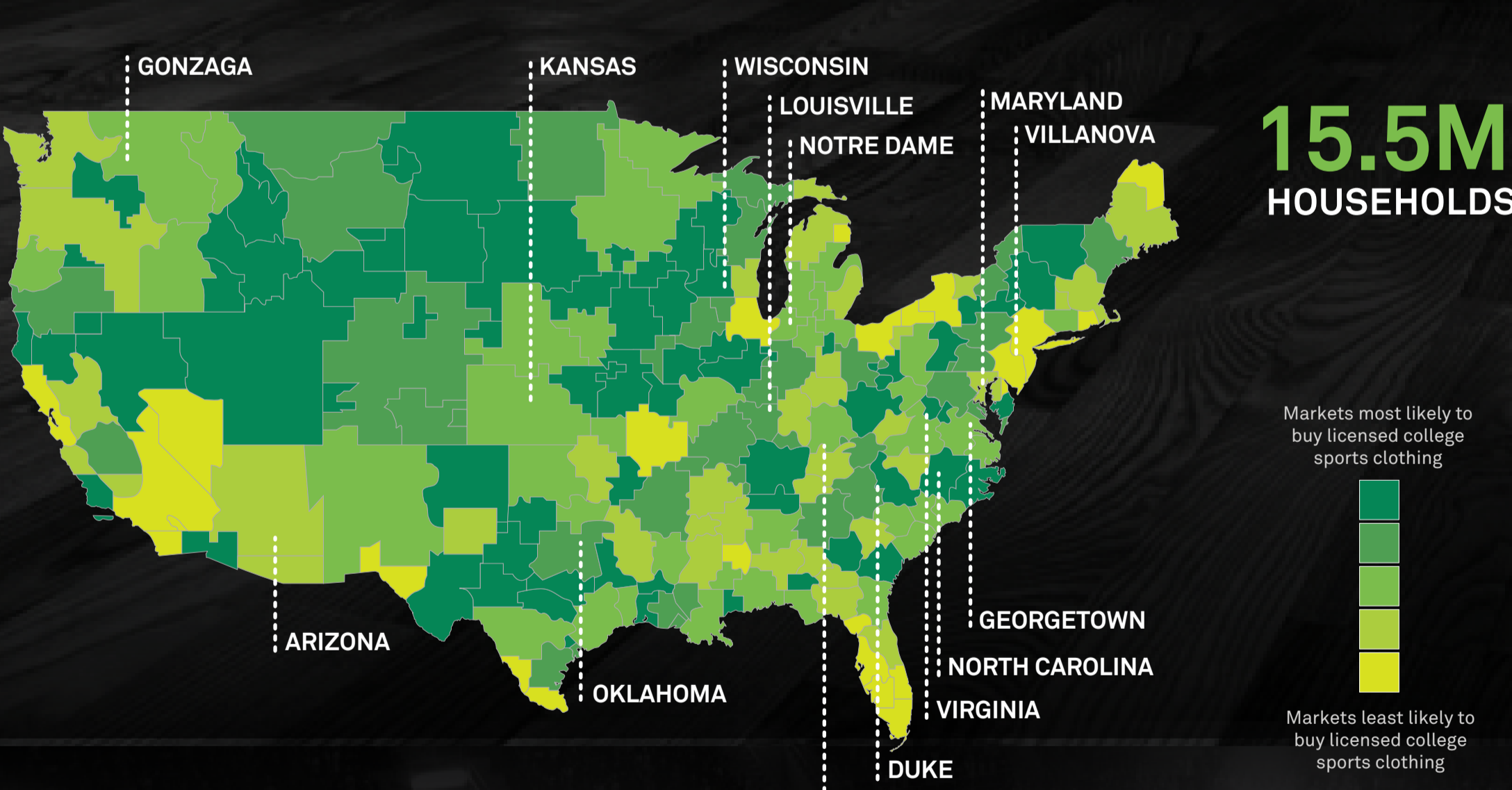
WHERE ARE U.S. BASKETBALL FANS?

Now that consumer attributes and behaviors have been identified, improve engagement with potential buyers by knowing exactly where to reach them.

FANS THAT WATCH POST-SEASON BASKETBALL AT HOME



FANS THAT BUY COLLEGE SPORTS APPAREL



KNOW YOUR AUDIENCE TO SERVE BETTER ADS

- 1. Leverage your offline data** to target customers on digital channels
- 2. Deliver a consistent message** across every customer touch point
- 3. Increase your campaign reach** without sacrificing relevance
- 4. Target accurately**, relying on continuously verified customer data



METHODOLOGY

Neustar's PlatformOne™ leverages data from over 4 billion consumer transactions every day, referenced against 15,000 online and offline attributes with anonymized data from 220M U.S. adults across 120M households. These attributes are derived from primary and secondary research sources that help describe customers in terms of household and lifestyle factors including, demographics, purchase behaviors, lifestyle patterns, financial profiles and media consumption.

ABOUT NEUSTAR

Neustar, Inc. is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time.

SOURCES

1. <http://www.forbes.com/sites/aliciajessop/2013/04/08/viewership-and-social-media-help-march-madness-beat-the-super-bowl-in-ad-revenue-generation/>

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