

DSTILLERY AUDIENCE SPOTLIGHT

PHILADELPHIA EAGLES FANS



Excited for the 2018–2019 season, we built Crafted Audiences for each of the 32 NFL teams. Here is an example of the types of insights you can find for Philadelphia Eagles fans.



HOW WE BUILD 'PHILADELPHIA EAGLES FANS' AUDIENCES

First, we build a model based on users that visit various Eagles-devoted fan, blog and merchandise sites.

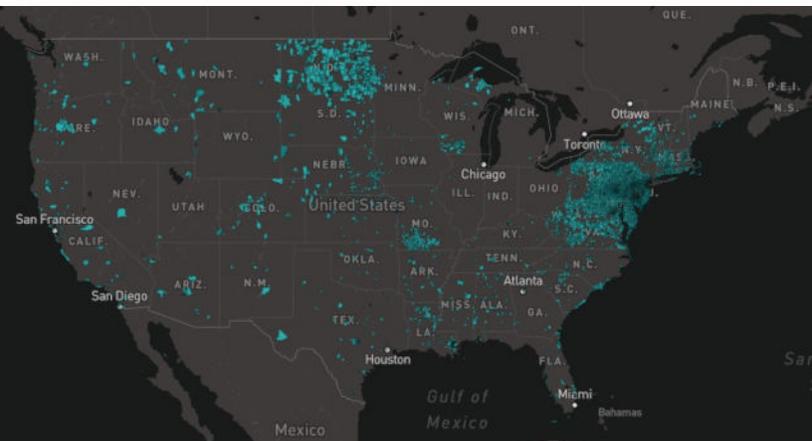
We then identify and segment other users that exhibit behaviors similar to Eagles' site visitors. We rescore audience members on a daily basis, adding and removing fans based on their most recent web activities. This ensures that only the most relevant people are targeted.

KEY INSIGHTS

The Museum Steps Are Not Just For Rocky. Eagles fans are 8.2x more likely to be boxing fans than the average user.

Chi Non Salta! Eagles fans also have a strong affinity for the Italian National Soccer team – 7x the national average.

Enjoying Drama On and Off the Field. Eagles fans are heavy watchers of 'Drama Shows,' with an index of 6.8x the national average.



NORTH DAKOTA LOVES PHILLY?

We see a huge Eagles fan base in North Dakota. Why? Eagles' quarterback Carson Wentz went to college at North Dakota State University.

Dstillery is the leading applied data science company, helping Fortune 500 companies and brands drive revenue growth by providing an omniscient, actionable view of consumer behavior.

To learn more, contact your Account Executive or Account Manager or email contact@dstillery.com.

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DSTILLERY AUDIENCE SPOTLIGHT

DALLAS COWBOYS FANS



Excited for the 2018–2019 season, we built Crafted Audiences for each of the 32 NFL teams. Here is an example of the types of insights you can find for Dallas Cowboys fans.

HOW WE BUILD 'DALLAS COWBOYS FANS' AUDIENCES

First, we build a model based on users that visit various Cowboys-devoted fan, blog and merchandise sites.

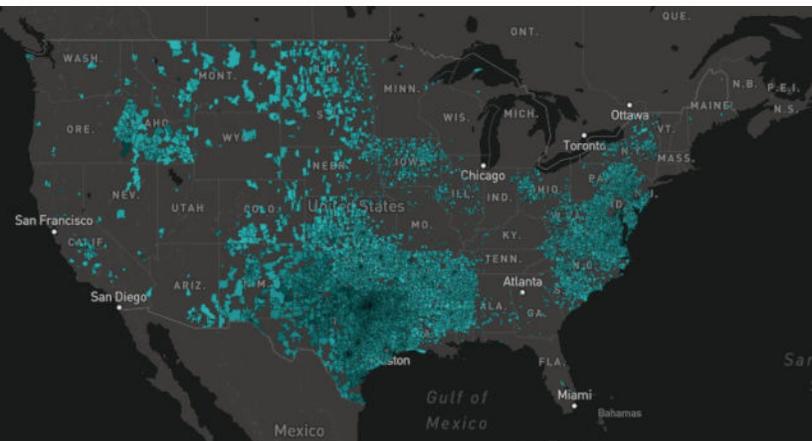
We then identify and segment other users that exhibit behaviors similar to Cowboys' site visitors. We rescore audience members on a daily basis, adding and removing fans based on their most recent web activities. This ensures that only the most relevant people are targeted.

KEY INSIGHTS

Football or Quidditch? It might not be all about football for Dallas Cowboys fans. Compared to the national average, Cowboys fans are 9.8x more likely to be Harry Potter fans.

Escape the Heat! Cowboys fans are 9x more likely to own a ski house compared to the national average.

Madden, Anyone? Dallas Cowboys fans are 8.6x more likely to be Xbox gamers than the average user.



COWBOY FANS IN THE EAST?

NFC East is a highly competitive division—the Dallas Cowboys, New York Giants, Washington Redskins, and Philadelphia Eagles have 13 Super Bowl titles combined. No wonder we also see strong Cowboy fandom on the east coast!

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ATLANTA FALCONS FANS



Excited for the 2018–2019 season, we built Crafted Audiences for each of the 32 NFL teams. Here is an example of the types of insights you can find for Atlanta Falcons fans.

HOW WE BUILD 'ATLANTA FALCONS FANS' AUDIENCES

First, we build a model based on users that visit various Falcons-devoted fan, blog and merchandise sites.

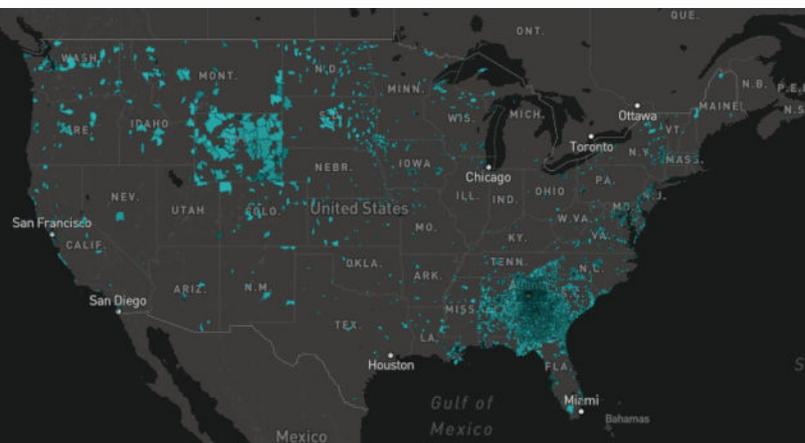
We then identify and segment other users that exhibit behaviors similar to Falcons' site visitors. We rescore audience members on a daily basis, adding and removing fans based on their most recent web activities. This ensures that only the most relevant people are targeted.

KEY INSIGHTS

How Are Falcons Fans Getting to the Game? Compared to the national average, Atlanta Falcons fans are 10.1x more likely to shop for Mercedes-Benz vehicles.

Will You Marry Me? Join us in wishing all the best for Atlanta Falcons fans on their engagements! Falcons fans are 9.2x more likely to shop for engagement rings than the average user.

Field Trip! Atlanta Falcons fans are 7.6x more likely to be teachers compared to the national average.



FALCONS FANS IN WYOMING?

We have dedicated Data Scientists and Client Services teams to help you dive deeper into our audiences and activate them across your platform of choice. Contact us today!

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