

DSTILLERY AUDIENCE SPOTLIGHT

GOLDEN STATE WARRIORS FANS



Excited for the 2018-2019 season, we built Crafted Audiences for all 30 NBA teams. Here is an example of the types of insights you can find for Golden State Warriors fans.

HOW WE BUILD 'GOLDEN STATE WARRIORS FANS' AUDIENCES

First, we build a model based on users that visit various Warriors-devoted fan, blog and merchandise sites. We then identify and segment other users that exhibit behaviors similar to Warriors' site visitors.

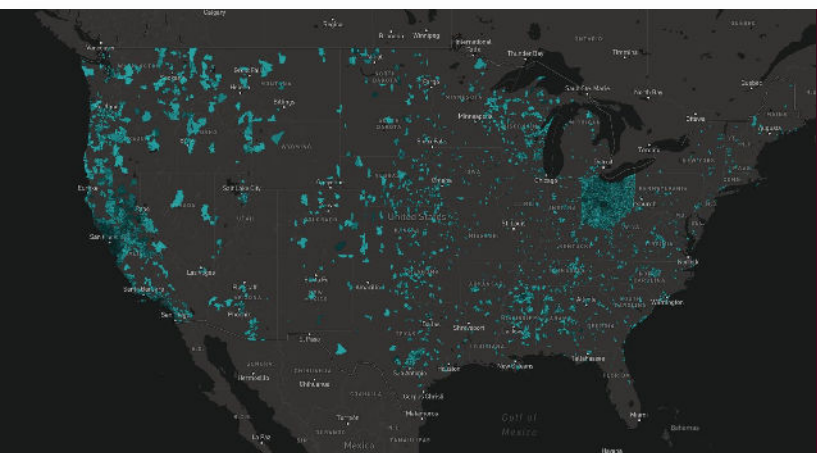
We rescore audience members on a daily basis, adding and removing fans based on their most recent web activities. This ensures that only the most relevant people are targeted.

KEY INSIGHTS

You can't buy happiness but you can buy experiences! Warriors fans also buy tickets to independent movies! Warriors Fans are 12.9x more likely to also be Documentary Film Fans, compared to the average user.

Squaw Valley, anyone? Compared to the national average, Warriors fans are 11.6x more likely to be Ski & Snowboard Enthusiasts.

Steph Curry & Co. could find a pick-up game with fans on an off night. Warriors Fans are 14.6x more likely to be Competitive Sports Participants, compared to the national average.



WAIT, OHIO IS THE GOLDEN STATE?

There is a huge Golden State Warriors fan base in Ohio. Why? Maybe because the Cleveland Cavaliers have rivaled the Warriors in the last four NBA Finals, with the Warriors capturing three of those championships.

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.

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