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CLEVELAND BROWNS

AUDIENCE INSIGHTS



Are you ready for some football?!

To help marketers reach [NFL fans](#) this season, we built behavioral audiences for all 32 NFL teams that can be activated in programmatic campaigns immediately.

Read on to learn more about insights we found about **Cleveland Browns fans** through [Audience Studio](#)—you may find you have something in common with them. Go Browns!

Our ‘Cleveland Browns Fans’ Audience is Rescored Every 24 Hours

We built a model based on fans that visit various Browns-devoted fan, blog and merchandise sites. Then, we identify and segment other fans that exhibit behaviors similar to Browns’ site visitors. We rescore audience members on a daily basis, adding and removing fans based on their most recent web activity. This ensures that marketers reach only the most relevant fans.

Key Insights

DID WE JUST BECOME BEST FRIENDS?

Jarvis Landry and Odell Beckham Jr. are BFFs and teammates from LSU. No one’s more excited than Browns fans, who are 14x likely to be [College Students](#).

BIG MONEY, BIG MONEY, BIG MONEY

Did the Browns win the lotto with QB Baker Mayfield? He joins Browns Fans who are 20x likely to be [Lottery Enthusiasts](#).

OHIO IS FOR PIZZA LOVERS

Forget Chicago and New York, Browns fans are 27x more likely to be [Pizza Lovers](#). Probably because they serve up huge slices at Crust, only two miles from the stadium.

Activate NFL Audiences TODAY

Distillery audiences can be activated across all major platforms.

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NEW ENGLAND PATRIOTS



AUDIENCE INSIGHTS

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Read on to learn more about insights we found about **New England Patriots fans** through [Audience Studio](#)—you may find you have something in common with them. Go Patriots!

Our 'New England Patriots Fans' Audience is Rescored Every 24 Hours

We built a model based on fans that visit various Patriots-devoted fan, blog and merchandise sites. Then, we identify and segment other fans that exhibit behaviors similar to Patriots' site visitors. We rescore audience members on a daily basis, adding and removing fans based on their most recent web activity. This ensures that marketers reach only the most relevant fans.

Key Insights

NO MORE GRONK SPIKE

Retired Rob Gronkowski joins fellow Patriots Fans who are 20x likely to be [Retirees](#).

NO 5 O'CLOCK SHADOW IN SIGHT

Patriots Fans are 24x likely to be [Men's Shaving Products Shoppers](#), a little too perfect for Gillette Stadium.

NO NIGHTSHADES

We can't all follow the Tom Brady diet. Patriots Fans are 27x likely to be [Cholesterol Researchers](#).

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DALLAS COWBOYS

AUDIENCE INSIGHTS



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Read on to learn more about insights we found about **Dallas Cowboys fans** through [Audience Studio](#)—you may find you have something in common with them. Go Cowboys!

Our 'Dallas Cowboys Fans' Audience is Rescored Every 24 Hours

We built a model based on fans that visit various Cowboys-devoted fan, blog and merchandise sites. Then, we identify and segment other fans 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 activity. This ensures that marketers reach only the most relevant fans.

Key Insights

I'M GONNA TAKE MY HORSE TO THE OLD TOWN ROAD. This Lil' Nas X and Billy Ray Cyrus song likely blew up with Dallas Cowboys fans as they are 27x likely to be [Country Music Fans](#).

JUMP ON IT! Cowboys fans are 18x more likely to be [Trampoline Shoppers](#).

MO' MONEY, MO' PROBLEMS. Zeke holding out for more money is a smart financial move. Maybe he's learning from his Cowboys fans, who are 19x likely to be [Tax Policy Researchers](#).

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PHILADELPHIA EAGLES



AUDIENCE INSIGHTS

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Read on to learn more about insights we found about **Philadelphia Eagles fans** through [Audience Studio](#)—you may find you have something in common with them. Go Eagles!

Our 'Philadelphia Eagles Fans' Audience is Rescored Every 24 Hours

We built a model based on fans that visit various Eagles-devoted fan, blog and merchandise sites. Then, we identify and segment other fans 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 activity. This ensures that marketers reach only the most relevant fans.

Key Insights

THE MUSEUM STEPS ARE NOT JUST FOR ROCK(Y). Eagles fans are 35x more likely to be [WWE and Pro Wrestling Fans](#).

GOOOOOOALL! Did you know Eagles fans also cheer for the other kind of football? They're 19x likely to also be [World Cup Apparel Shoppers](#).

WATCH YOUR BACK. Fresh from a back injury, Carson Wentz will lead the Eagles as QB this season. Concerned fans are 25x likely to be [Men's Health Researchers](#).

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ATLANTA FALCONS

AUDIENCE INSIGHTS



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To help marketers reach [NFL fans](#) this season, we built behavioral audiences for all 32 NFL teams that can be activated in programmatic campaigns immediately.

Read on to learn more about insights we found about **Atlanta Falcons fans** through [Audience Studio](#)—you may find you have something in common with them. Go Falcons!

Our 'Atlanta Falcons Fans' Audience is Rescored Every 24 Hours

We built a model based on fans that visit various Falcons-devoted fan, blog and merchandise sites. Then, we identify and segment other fans 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 activity. This ensures that marketers reach only the most relevant fans.

Key Insights

DRIVING TO MERCEDES-BENZ STADIUM? Compared to the national average, Atlanta Falcons fans are 23x more likely to [shop for BMW vehicles](#).

WILL YOU MARRY ME? Join us in wishing all the best for Atlanta Falcons fans on their engagements! Falcons fans are 11x more likely to [shop for engagement rings](#).

SEMPER FI! Atlanta Falcons fans are 22x more likely to be [Marines](#) compared to the national average.

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ARIZONA CARDINALS

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Read on to learn more about insights we found about **Arizona Cardinals fans** through [Audience Studio](#)—you may find you have something in common with them. Go Cardinals!

Our 'Arizona Cardinals Fans' Audience is Rescored Every 24 Hours

We built a model based on fans that visit various Cardinals-devoted fan, blog and merchandise sites. Then, we identify and segment other fans that exhibit behaviors similar to Cardinals' site visitors. We rescore audience members on a daily basis, adding and removing fans based on their most recent web activity. This ensures that marketers reach only the most relevant fans.

Key Insights

THE NEXT BO JACKSON? Cardinals fans are 54x more likely to be [Baseball Enthusiasts](#), so it's no surprise they would be extra psyched about their QB Kyle Murray. Like Bo Jackson (drafted by NFL and MLB), Kyle was drafted by the Oakland A's in 2018.

BEER & FOOTBALL, A PERFECT PAIR. Cardinals Fans are 38x likely to be [Beer Aficionados](#).

RATHER WATCH AT HOME? Cardinals Fans are 20x likely to be [HDTV Researchers](#).

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