

EDGF

POWERED BY LEARFIELD

EDGE AUDIENCES
Consumer Audience

CONNECTING PASSIONATE BRANDS TO PASSIONATE FANS

HOW TO USE THIS DECK:

- Make a copy of the deck
- Review the deck and data points
- For slide 6, 7, 8 you can customize the data points and stats toward what your client cares about with stats approved and pulled from here.
- If you need audience size, you can pull from here. Use column D for total availble audience and E for uniques (recommended starting with D unless pushed for something else)
- Update the deck and remove slide 2
- Use for presentation

01

Consumer Connection **Reimagined**

ALIGNING PREMIUM DATA & INVENTORY OPPORTUNITIES FOR BRANDS



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The Largest Player in College Sports

WHERE COLLEGE FAN DATA, MEDIA & TECHNOLOGY INTERSECT

ECOSYSTEM ACCESS

Learfield isn't just a player in the College Athletics space, they're the largest rightsholder in the country.

DATA INFRASTRUCTURE

Strategic investments in data compliance and addressability have built the largest 1P digital fanbase in college sports.

ONGOING INVESTMENT

Learfield continues to invest in content, media, and sponsorship to add quality & scale to our fan data offerings.

LEARFIELD

Built on decades of leadership in college athletics, the merger of Learfield and IMG College in 2018 created the nation's largest collegiate athletics multimedia rights holder. Operating today as Learfield, the organization brings unmatched scale across college athletics.

In the years since, Learfield's continued investment in digital and data infrastructure has unlocked direct access to college sports fans via performance-driven programmatic strategies and tactics purpose-built for brands.

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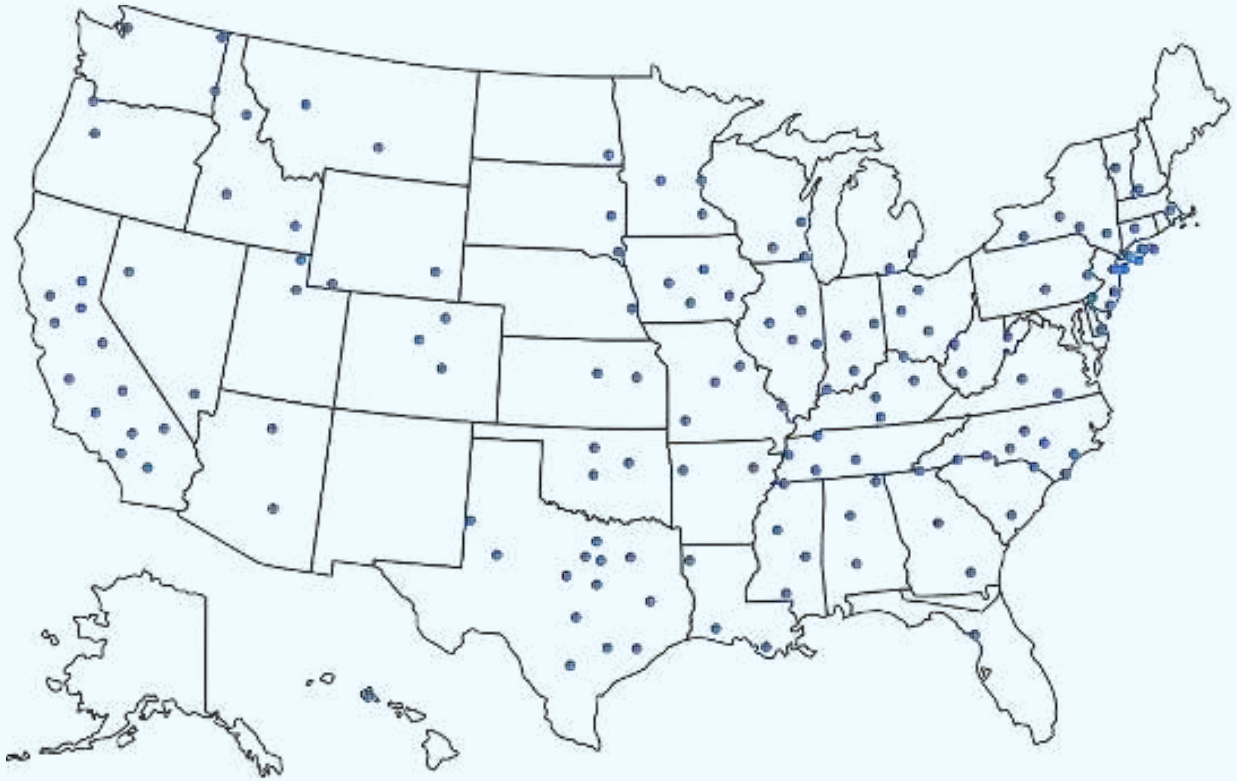
Consumer Connection

YOU DON'T BUY EVERYDAY CUSTOMERS.
YOU CONNECT WITH THEM.

Verified 1P data sourced directly from ticket & merch purchases, alumni & admissions data & gameday ticket sales across our **160+ University Partnerships**.

Connect with Experience Seekers; a high-spending, culturally engaged consumer group

1:1 omnichannel activation with full-service performance management.



120M
Unique Fan Records Nationwide

6B
Data Points

1
Direct Access Point

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Verified Reach to Live Event Fans

OUR DATA INFRASTRUCTURE ENSURES UNCOMPROMISING QUALITY & TARGETABILITY

LIVE EVENT & TICKET BUYING

2.9X	More likely to purchase entertainment event tickets
3.5X	More likely to spend on online ticketing platforms
3X	More likely to buy symphony & orchestra event tickets
51%	More likely to attend live events

SOCIAL & CONSUMER BEHAVIOR

91%	More likely to attend events for social experiences
133%	More likely to be a regular festival or event goer
78%	More likely to attend a music festival
79%	Discover events via social media

*Analysis of Learfield First Party Data vs. Average U.S. Consumer Data (2025).

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Our Audiences Drive Higher Revenue Impact

CONSUMER CONNECT DELIVERS THE STRONGEST CONVERSION EFFICIENCY ACROSS CHANNELS FOR BRAND PARTNERS

157%

HIGHER PROSPECTING ROAS TARGETING COLLEGE FAN DATA

Compared to standard prospecting efforts across Display & Social.

2X

HIGHER CONVERSION EFFICIENCY WITH COLLEGE FAN CONNECT

Our college fan audiences convert at more than double the rate of standard prospecting audiences, reflecting stronger intent and relevance overall.

21%

HIGHER RETARGETING ROAS TARGETING COLLEGE FAN DATA

College Fan Connect is outperforming even our clients' highly intended retargeting audiences in conversion-focused campaign efforts.

*Analysis of Learfield First Party Data performance vs. EDGE agency-managed media (2025).

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Connecting Performing Arts **to Real Fans**

OUR DATA IS RELEVANT TO PERFORMING ARTS & LIVE ENTERTAINMENT ORGANIZATIONS

EDGE Audiences is the nation's largest first-party dataset of verified college fans, activated 1:1 across every major digital channel and device.

These fans are experienced live event attendees — already proven ticket buyers who are actively looking for their next great experience. They over-index on wealth, cultural consumption, and lifestyle spending that aligns directly with performing arts audiences.

1.74x

MORE LIKELY TO HAVE NET WORTH OVER $2MM

High-income, culturally engaged consumers whose financial profile aligns with performing arts patrons.

4x

MORE LIKELY TO SPEND ON LUXURY GOODS

Taste-driven purchasers who invest in quality experiences and premium brands — a natural fit for arts organizations.

6x

MORE LIKELY TO INVEST IN UPSCALE EXPERIENCES

Travelers and experience-seekers who consistently over-index for cultural events and destination experiences.

*Analysis of Learfield First Party Data vs. Average U.S. Consumer Data (2025).

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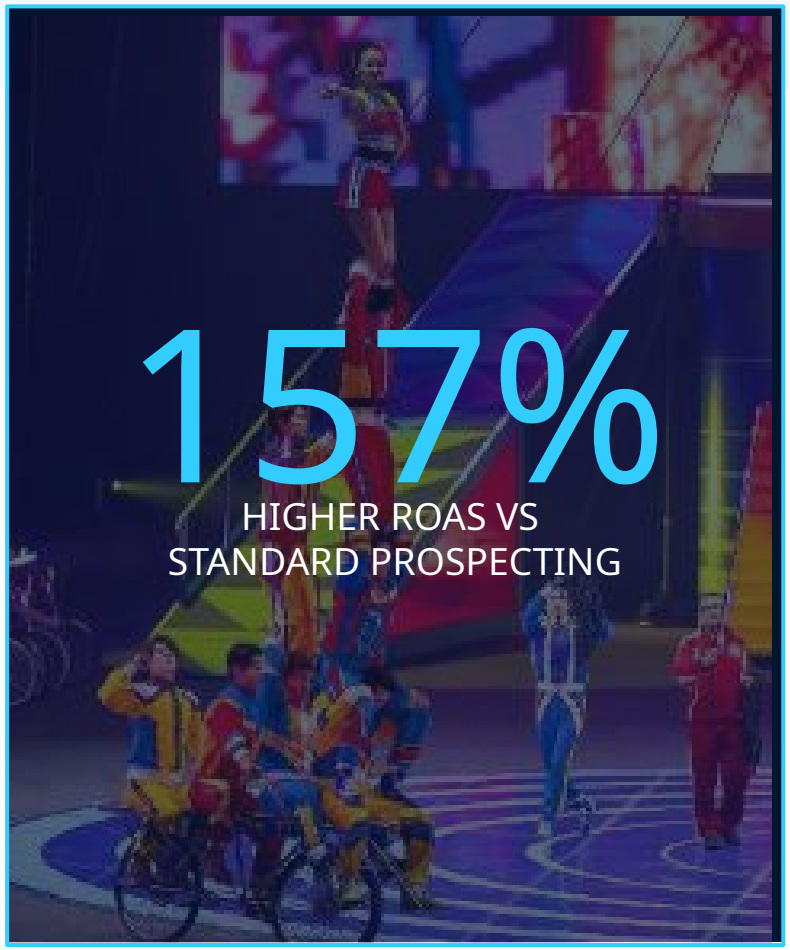
EDGE AUDIENCES: DRIVE HIGHEST REVENUE



2x
HIGHER CONVERSION EFFICENCY VS. PROSPECTING

EDGE PROPRIETARY AUDIENCES deliver the strongest conversion efficiency in the mix, translating demand into ticket sales, outperforming prospecting and remarketing efforts.

With only 4.8% of allocated spend, EDGE audiences drove 7.4% of total revenue nearly 2x their share of impact relative to investment. These results are constrained upside due to current caps, not diminishing

PERFORMANCE DRIVER

EDGE audiences delivered the highest ROAS by prioritizing highly-engaged consumer targets.

AUDIENCE EXPANSION

EDGE audiences scaled intent, not just reach, through capturing new audiences.

MEDIA IMPACT

Meta & Display EDGE audience activations capture demand and performance.

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Thank You

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