LEARFIELD

FAN365 ADVANCED

FAN365 DIGITAL FAN ACTIVATION SOLUTIONS

Brands can activate college sports sponsorships across two distinct digital solutions, each designed to match different objectives, budgets, and levels of sophistication. Whether you need simple reach, advanced strategic activation, or self-serve control, Fan365 gives you flexible options to engage fans on your terms.

FAN365

A turnkey digital activation add-on that extends sponsorship visibility across paid media channels with high-volume impressions and brand association.

Simple targeting, included creative, and turn-key activation make Fan365 ideal for brands that want “digital done for them” without complexity.

FAN365 ADVANCED

A strategic, multi-channel activation solution that leverages advanced fan data, segmentation, and analytics to drive meaningful engagement and measurable outcomes.

Built for brands that want a sophisticated activation layer integrated with their sponsorship, supported by dedicated service and real-time reporting.

FAN365 SOLUTION FEATURES

From fan targeting to multi-channel reach and results tracking, these solutions provide varying levels of complexity, scale, and control.

FAN365

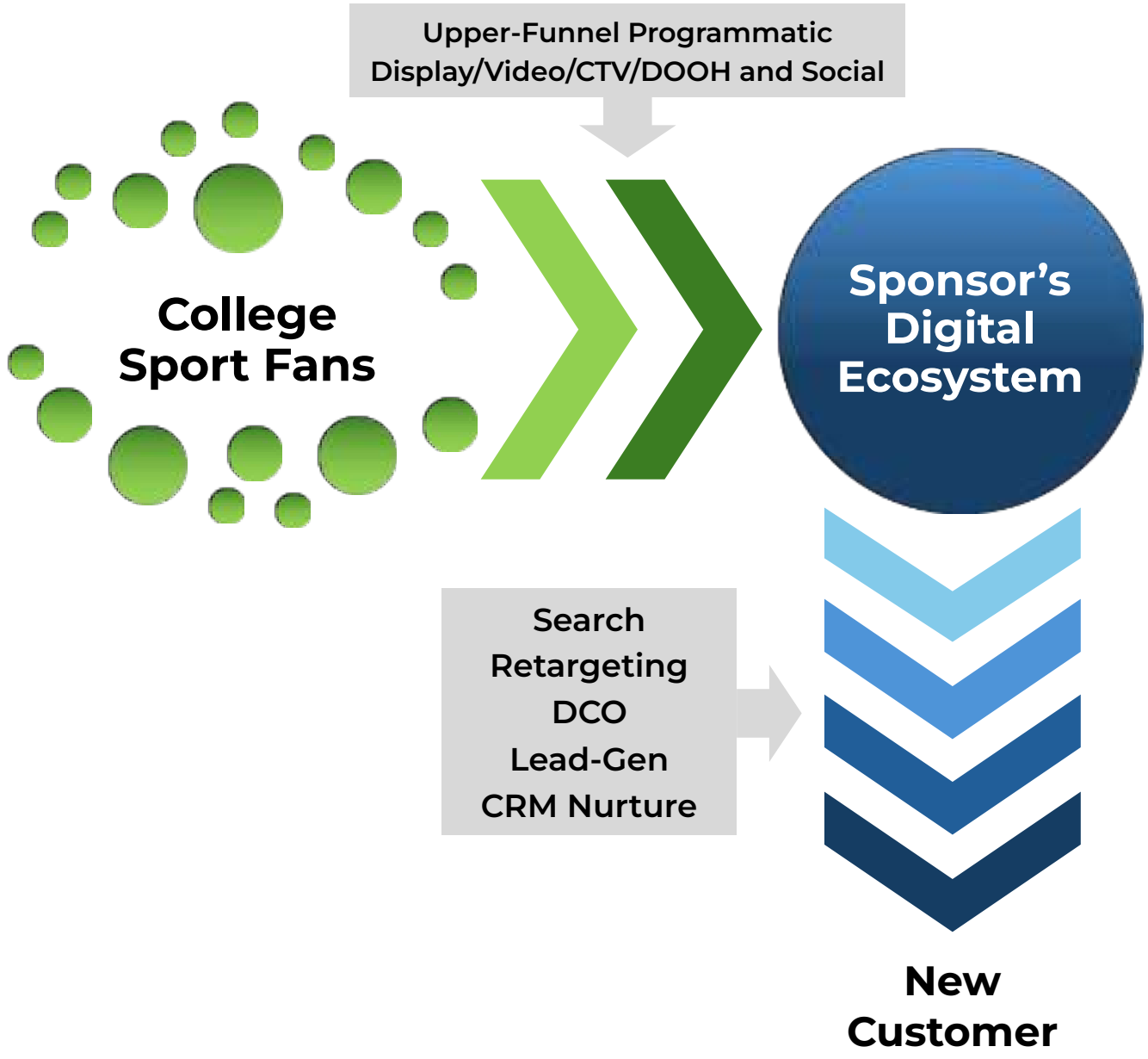
- Basic targeting – by school, geo, and some demo
- Display, video, social channels
- Standard KPIs – Impressions, clicks, and CTR
- Campaign wrap reporting
- Minimal ongoing optimization
- Limited account management
- $50K minimum spend w/ 120-day max flights
- 20% of budget allocated to working media

FAN365 ADVANCED

- Advanced 1P segmentation and platform-level layered targeting
- Display, video, social, CTV, DOOH, audio
- Customized KPIs, with conversion API if required
- Real-time dashboard + ongoing measurement and reporting
- AI-driven real-time optimization w/ hands-on campaign oversight
- Dedicated account support team
- $300K minimum spend w/ 90-day max flights
- 75% of budget allocated to media

A FULL-FUNNEL PARTNERSHIP

No one is better-suited than Learfield to harness the passion of College Sports fan affinity and align with your existing sponsorship & other strategic investments to deliver a pipeline of highly qualified prospects to to your digital ecosystem.



CURRENT + PAST PITCHES

From fan targeting to multi-channel reach and results tracking, these campaigns provide varying levels of complexity, scale, and control.

ONLINE

OU ONLINE

- $400K buy
- Drive new student enrollment
- Meta + Display and CTV to support distribution of NIL content
- 4-month flight

WON

JP MORGAN CHASE

- $500K buy
- Drive leads to wealth advisor network
- Heavy Video + Meta and CTV to support distribution of NIL content.
- 5 month flight

DECISIONING

STARLINK

- $1M buy
- Drive new satellite internet subscribers
- Advanced 1P segmentation across 11+ schools.
- Conversion API and brand lift study
- 3 month flight

DECISIONING

PURDUE

- $500K buy
- Drive new student enrollment
- Meta + Display and CTV to support distribution of NIL content
- 4-month flight

LOST


THANK YOU