Fan365 National Reporting Template

Insert: Partner Name

Insert Tagline: Reaching Fans Wherever They Are

2026 – 2027 SEASON REPORT

LEARFIELD

SECTION 1

Executive Overview

Season Performance at a Glance: a snapshot of how [Partner Name] connected with college sports fans through our first-party data, co-branded messaging, and precision targeting across #X school audiences.

Campaign Objective

Drive awareness and ticket purchases through targeted digital reach.

Media Mix

Fan365 Display · Fan365 Video · Fan365 CTV · Fan365 Social · OAS (as applicable)

Key KPIs

Impressions · Clicks · CTR · Viewability

Image / Display Ad

Campaign Snapshot

This season's partnership leveraged Fan365's first-party data to reach highly engaged college sports fans, driving awareness for [Partner Name] across [six] targeted school audiences.

Expectations

- **Impression Goal:** [Insert]
- **Media Mix:** Fan365 Display
- **KPIs:** Impressions, Clicks, CTR
- **Flight Dates:** [Insert]

Campaign Totals

- **Impressions Delivered:** [Insert]
- **Clicks:** [Insert]
- **CTR:** [Insert]
- **Frequency/Viewability (if applicable):** [Insert]

School Audiences

[insert logos]

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Engaging Fans Digitally - Display

[XX]M

Impressions

Across all channels

[XX]K

Clicks

Active fan engagement actions

[X.X]%

Avg CTR

Above Fan365 benchmark

Campaign Details

- **Flight Dates:** [Insert]
- **Audience Target:** [Insert]
- **Creative Insights:** [Insert]

Campaign Spotlight: [Insert highlight with Activation Strategy team — e.g., top-performing creative, audience segment, or game-day activation moment]

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Image / Display Ad

SECTION 2

Key Learnings

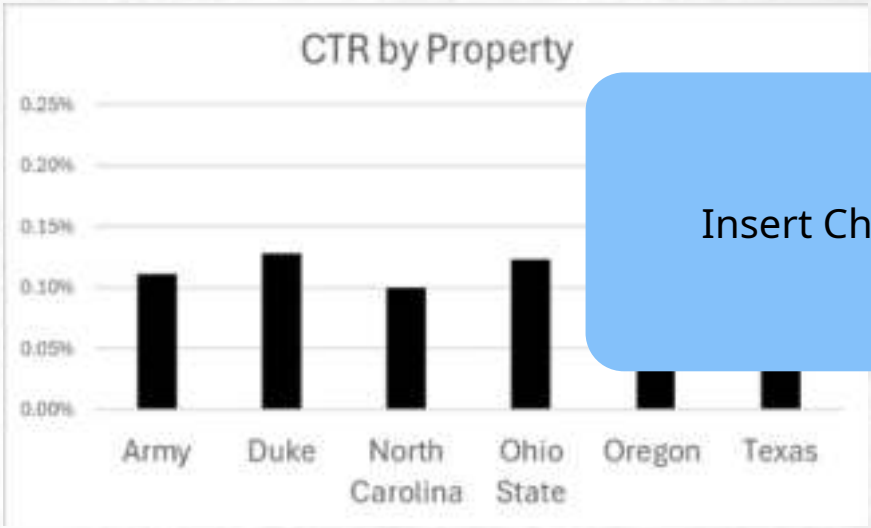
What's working and why it matters for the next season.

Strategic Optimizations Drove Results

Real-time adjustments to audience targeting, creative rotation, and flight timing unlocked efficiency, delivering stronger performance as the [season/flight] progressed.

[Channel] Performance Highlights

- **Strong Performance:** [Insert key insight — e.g., CTR lift, impression milestones]
- **Audience Alignment:** [Insert finding on which segments responded best]
- **Timing Impact:** [Insert insight]
- **Creative Insight:** [Insert note on which formats drove highest engagement]



Insert Chart(s)

Year-Over-Year Comparison: [Insert YoY data if campaign ran last season — highlight impression growth, CTR improvement, or expanded school coverage]

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Key Growth Drivers

Three strategic factors consistently drove above-benchmark performance across Fan365 campaigns this season.



Passionate, Year-Round Audiences

College sports fans engage beyond the season, creating always-on opportunities for brand storytelling and sustained reach.



First-Party Data Precision

Fan365's proprietary audience segments delivered incremental reach beyond standard programmatic, connecting with fans competitors can't.



Dynamic Creative Efficiency

Fluid impression delivery and creative rotation drove CTR efficiencies, larger fan audiences unlocked more optimization opportunities.

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SECTION 3

Looking Ahead

Where to focus next and how to maximize what's already working.



2027–2028 Season: Maximizing What's Working

Three priorities to scale performance, deepen fan connection, and drive performance for [Partner Name].

1

Expand Video & CTV

How we identified it: Video formats drove the highest engagement rates this season.
What now: Increase CTV and video display allocation to capture high-attention moments.

2

Leverage Larger Audiences

How we identified it: Bigger school audiences unlocked more real-time optimizations and better CPM efficiency.
What now: Prioritize top-tier programs and expand school footprint.

3

Personalize with IP & Custom Creative

How we identified it: Co-branded, school-specific assets outperformed generic creatives.
What now: Build IP-integrated creative tailored to each school's fan identity.

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What's Next: Recommendations

Actionable takeaways to strengthen the [Partner Name] × Fan365 partnership in 2027–2028.

Campaign Insights

- Passionate fans engage year-round — plan always-on flighting
- Fan365 delivers incremental reach beyond standard programmatic
- Dynamic impressions drove increased CTR efficiencies
- Larger fan audiences = more optimizations and scale

2027–2028 Action Plan

- **Leverage additional ad sizes** — expand format mix for broader placement
- **Utilize school IP in creatives** — deepen fan resonance with co-branded assets
- **Scale video and CTV** — capture high-attention, brand-safe environments
- **Align flights with key sport windows** — maximize relevance and urgency

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SECTION 4

Appendix

PARTNER FAN365

DISPLAY CREATIVE ASSETS

Flight Dates

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Brand Lift Study (if applicable)

Results & Learnings

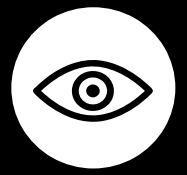
Recommendations

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SECTION 5

Additional Slides

Engaging Fans Digitally
Fan365 Recap - Display



Xx Impressions



Xx Clicks



X.X% CTR

Details

Flight Dates :

Audience Target :

Assets :

Creative Insights :

Spotlight

Insert spotlight with help of Activation Strategy team

» TEMPLATE »

Fan365 Activation

Engaging Fans Digitally

Impressions

Xx Impressions - Delivered to [school] fans across [geotargeting]

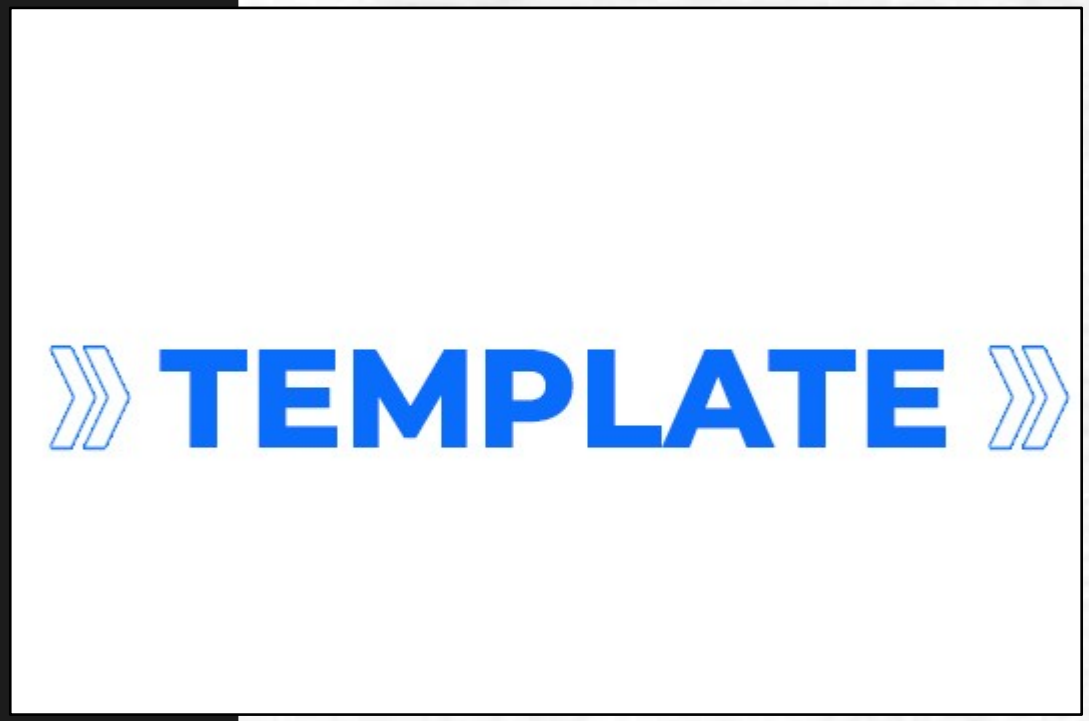
Clicks & CTR

Xx Clicks & .Xx% CTR - Engaged fans clicked through to [destination page or context to what page was]

Flight & Context

Xx – Xx – [Creative messaging impact, timing alignment, other key activation call out]

Spotlight: [1-2 sentences on why this campaign stood out. Partner with Activation Strategy if needed.]

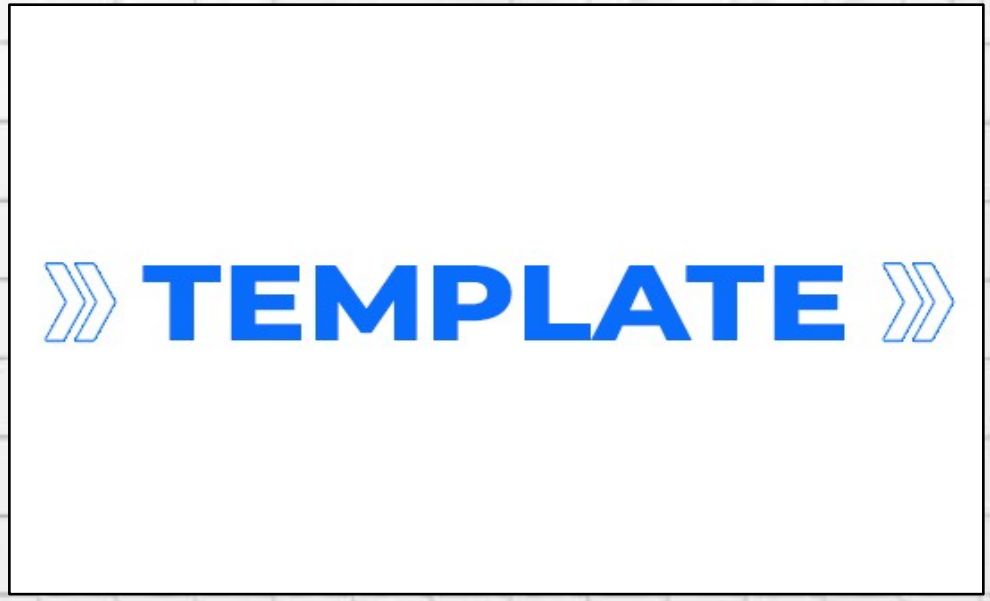


Multi-Channel Execution

To maximize brand presence, we deployed an omni-channel approach, integrating [insert channels] to keep the brand top-of-mind throughout the fan's daily digital routine.

Channel	Impressions	Clicks	CTR	VCR	Channel Role
Banners	-	-	-	N/A	Extended reach beyond gameday
Instream Video	-	-	-	-	Captured attention with video content
Connected TV	-	N/A	N/A	-	Delivered premium, full-screen storytelling
Audio	-	N/A	N/A	-	Reached fans on the go
Social	-	-	-	-	Drove real-time fan engagement

- **Key Takeaway**: [Craft a sentence capturing how channels worked together and how fans responded. Reach out to Activation Strategy for support if needed.]



Insert Mockup



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Fan365 Activation *EXAMPLE*

Engaging Fans Digitally

Impressions

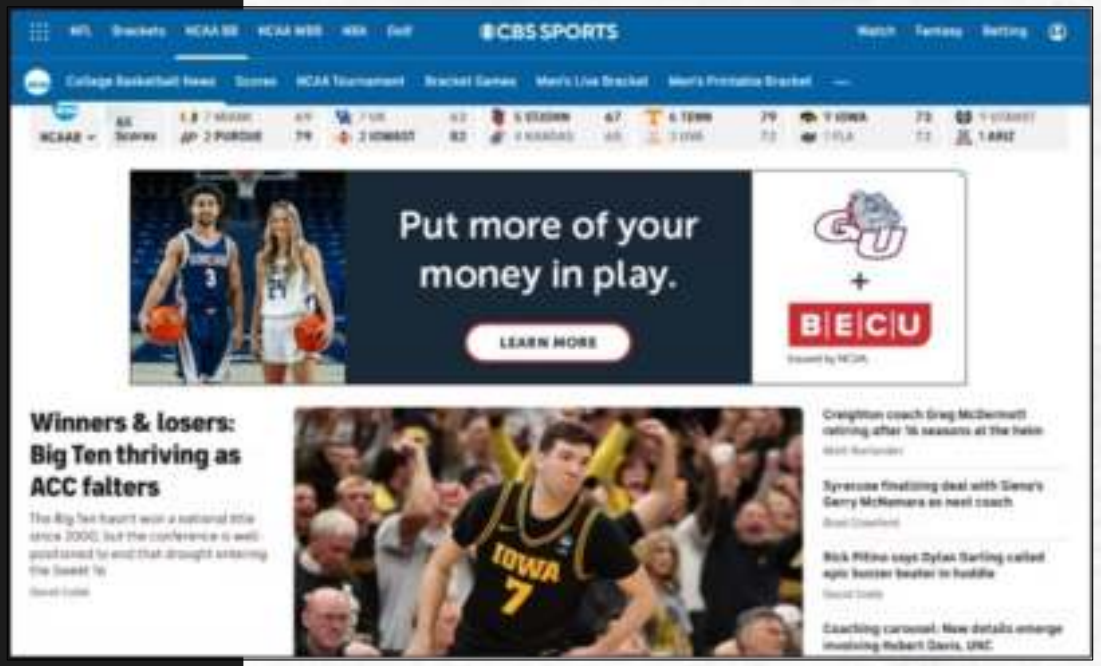
254,999 Impressions - Delivered to Zags fans across Washington state

Clicks & CTR

244 Clicks & .10% CTR - Engaged fans clicked through to destination page

Flight & Context

1/30/2026 – 3/31/2026 - Strategically timed during Basketball season and March Madness using student-athletes to stand out in market.



Spotlight: Men's & Women's basketball athletes featured in creative helped BECU resonate authentically with the Gonzaga fanbase during peak season.

Multi-Channel Execution *EXAMPLE*

To maximize brand presence, we deployed an omni-channel approach, integrating high-impact video and audio with tactical display banners to keep the brand top-of-mind throughout the fan's daily digital routine.

Channel	Impressions	Clicks	CTR	VCR	Channel Role
Banners	1,050,000	526	.05%	N/A	Extended reach beyond gameday
Instream Video	1,019,993	483	.05%	59%	Drove awareness with brand story telling
Connected TV	509,640	N/A	N/A	98%	Delivered premium, full-screen NIL content
Audio	261,869	N/A	N/A	99%	Reached fans on the go





- **Key Takeaway**: Video and audio channels drove strong completion rates, resulting in over 1.2M+ play-throughs, confirming that fans were receptive to brand messaging beyond the click.