

EDGF

POWERED BY LEARFIELD

Tinuiti
2025-26 EOY Review

CONNECTING PASSIONATE BRANDS TO PASSIONATE COMMUNITIES

Agenda

01 College Fan Connect

02 Omnichannel Opportunities

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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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EOY Recap: How We **Powered Our Partnership**

THIS YEAR, WE SHOWED UP FOR YOU.

ONLINE VIDEO

CHANNEL ACTIVATION

- 603M+ Impressions Delivered
- 9 Brands Serviced
- Seamless ordering for account reps – zero friction and fast execution
- 1:1 omnichannel activation with full-service performance management

1P AUDIENCE

DATA DELIVERED

- The nation's largest first-party dataset of verified college fans, built for brands that want **real fans**, not modeled audiences
- 120M Unique Fan Records
- 6B Data Points

INDEX DATA

COMPETITIVE EDGE

- Client & Industry-specific insights the Tinuiti reps could take straight into their pitches
- Proof of how our 1P Fan Audience outperform general national benchmarks that is story-ready

Results: Unmatched access to real fan data, brand visibility, arming the Tinuiti reps with data, differentiation, and a story that lands for new business and beyond

Only Half The **Story**

RIGHT NOW, TINUITI BRANDS BENEFIT FROM OUR 1P DATA IN ONLINE VIDEO, HOWEVER THAT'S ONE CHANNEL IN A MULTI-CHANNEL WORLD.

ONLINE VIDEO

- Prioritized delivery across Learfield network of Official Athletics Websites
- Benefit from inventory optimizations & channel strategies gleaned from decades of in-platform management
- Balanced strategies that account for reach, frequency & cost to yield optimal results

SOCIAL

- Target fans directly across high-impact formats
- Tailor messaging & offers to niche audiences in contexts where they're most likely to engage and convert

CTV

- Mitigate media waste across more expensive video formats by focusing on buying only the audiences you want
- Tailor custom strategies to time delivery with premium events & content

The Cost of Fragmentation: Siloed campaign delivery, missed reach & frequency, no cross-channel story, not meeting the highly engaged fan audiences where they are at across multiple devices/audience preferred viewpoints

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Our Audiences **Drive Higher Revenue Impact**

COLLEGE FAN 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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What a True **Strategic Partnership** Looks Like

THE NEXT CHAPTER

01

DEDICATED PITCH SUPPORT

Priority access to our team for new business opportunities. Custom data storytelling and co-branded materials built around your prospects.

02

INTEGRATED DATA STRATEGY

1P verified fanbase audience activated across Online Video, CTV, Display, Audio, Social, and beyond – a unified signal that strengthens every channel and flight

03

PRIORITY INVENTORY & PRODUCTS

Priority access to partnership products, PMPs/DSPs, premium inventory on select channels, and placements across the full cross-channel suite under a unified 1P audience strategy

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Tactical Partnership vs. **Strategic Partnership**

THE DIFFERENCE IS CLEAR

	TODAY		STRATEGIC PARTNER
Channel Coverage	Online Video Only	→	Full cross-channel suite
Data Strategy	Single channel insights	→	Unified 1P audience strategy
Pitch Support	Self-serve resources	→	Dedicated co-pitch team
Data Storytelling	Overall national comps	→	Client & vertical-specific

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Lock In Your Preferred Partner Status

WE'RE FINALIZING OUR PREFERRED AGENCY PARTNERSHIPS. WE WANT TINUITI AT THE TOP OF THAT LIST.

- Preferred partners get first access to new/priority inventory and products
- Dedicated resources allocated before broader market opens
- Co-marketing and pitch support reserved for strategic partners only

LEARFIELD

Built on 6 years of dedicated partnership, Learfield proved what's possible when we work together. Bringing unmatched scale across college athletics and 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.

This year, let's build something even bigger.

tinuiti

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Brands aim to harness the power, passion and excitement of college athletics, turning consumers into devoted fans. Learfield's Fanbase™ is the largest and most comprehensive database of college sports fans. By examining first-party fan data enriched with additional attributes for more precise targeting, Fanbase delivers insights into the dynamics and behavior of college sports fans, unlike any other data tool available. Armed with this data, brands are enabled to deliver highly targeted marketing that engages fans 365 days a year, leading to increased revenue opportunities and less waste

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Thank You

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