

LEADING WITH DATA

EDGE’s Proprietary Data Uncovers High-Value Insights & Targeted Precision



100 Million
RECORDS

120 Million
TICKET
TRANSACTIONS

AUDIENCE INSIGHTS & ACCESS FOR BRANDS

A relationship with EDGE provides unparalleled access to insights and marketing opportunities with the nation's largest college fanbase. Learfield's data set is comprised of over **100 million nationwide fan profiles** **leveraged to build more strategic media campaigns.**

Our data is evergreen, sourced ethically, and kept squeaky clean, fueled by our connection to the fan ecosystem and over **120 million annual ticketing transactions.** Other primary data sources include:

- Merchandise Purchases
- Admissions & Alumni Membership
- Digital Fan Engagement
- Donations



40 Million
ADDRESSABLE PROFILES

6 Billion
DATA POINTS

WHY SETTLE FOR THIRD WHEN YOU COULD BE FIRST?

MOST AGENCIES RELY ON THIRD PARTIES, SURVEYS AND PANEL DATA TO INFORM SEGMENTATION, MESSAGING AND MEDIA STRATEGIES.

Leverage EDGE's proprietary consumer data to reach the right audiences using billions of data points and media engagement signals. Our data-driven approach is designed to meet your unique campaign objectives—and most importantly, MAXIMIZE ENGAGEMENT & GROW ROAS.

44%
HIGHER CTRS

25%
LOWER CPMS

Source: 2024-25 EDGE performance data

WHAT EDGE PROPRIETARY DATA CAN DOR FOR YOUR BRAND?



DRIVE INCREMENTAL AUDIENCE REACH

Broaden your reach beyond existing arts patrons and tap into new-to-file customers actively purchasing live event tickets.



UPSCALE PATRON INTENT TO PURCHASE

Prioritize high-value, in-market ticket buyers with proven engagement to drive stronger conversion efficiency.



ACCELERATE PROFITABILITY & RETURN

Leverage EDGE Audiences to optimize efficiency and revenue growth, outperforming traditional prospecting strategies.

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EDGE FANS BECOME SUBSCRIBERS



2.2x

HIGHER CONVERSION EFFICENCY VS. PROSPECTING

Denver Center activated EDGE PROPRIETARY AUDIENCES to drive ticket sales growth and to maximize performance.

Despite 10% of total spend, EDGE audiences generated 25% of total revenue, delivering the highest ROAS of all prospecting strategies.

PERFORMANCE DRIVER

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

AUDIENCE EXPANSION

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

MEDIA IMPACT

Display and Meta supported subscription growth by reaching high-value audiences.

Source: EDGE Performance Data

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