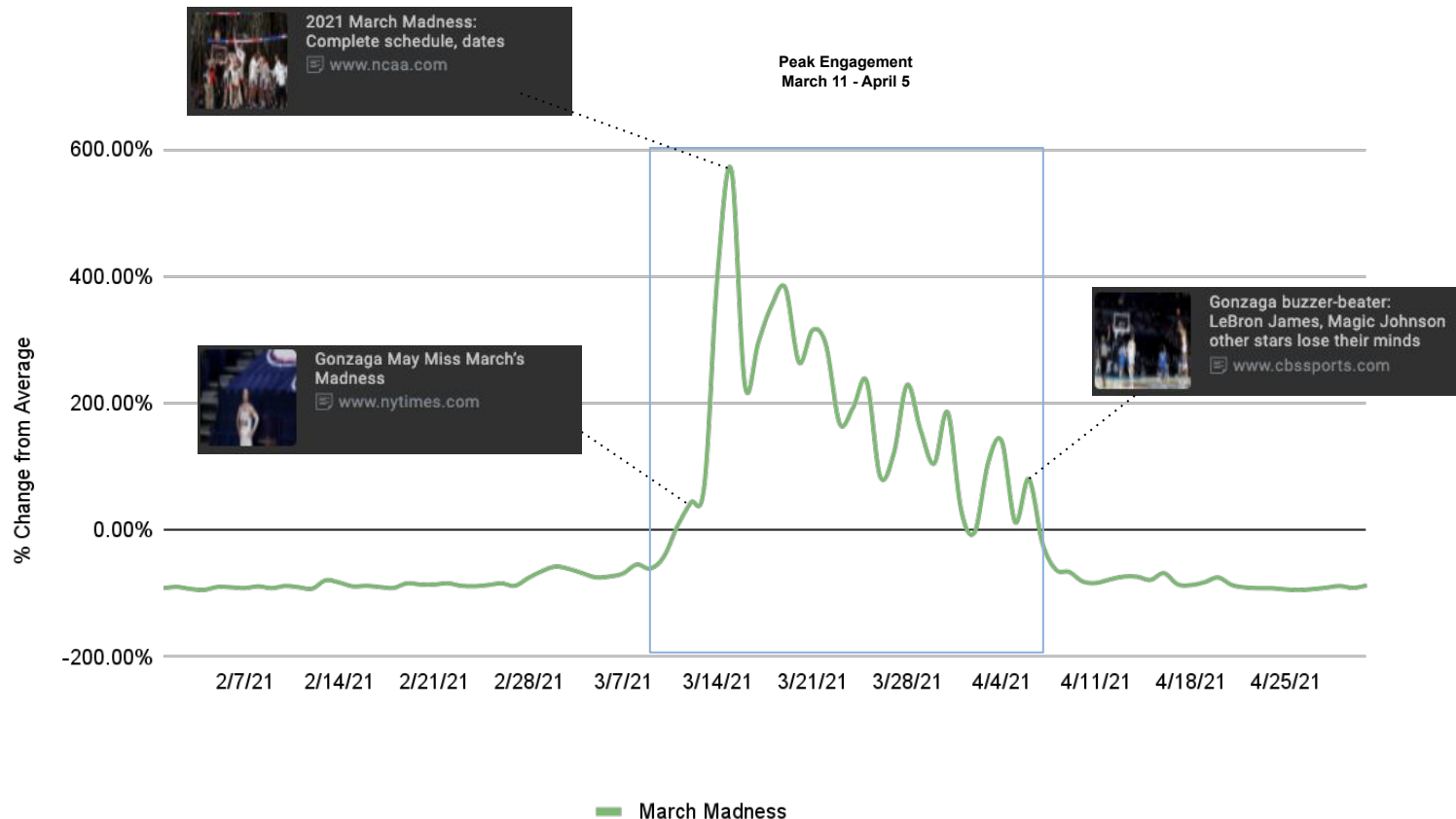# Brand Intelligence

2022 Tentpole Insights
March Madness

AMOBEE

Select flight dates to optimize media spend

In 2021, above average engagement with March Madness-related content did not begin until a week before the first game

Consumption of March Madness Content | February 1 - May 1, 2021

Interest in March Madness did not begin to spike until mid-March in 2021, but sustained above-average levels until the Championship game on April 5.

Key content drivers from this period reveal audiences' high levels of engagement with Gonzaga's rise from at-risk contenders to champions.

Recommendation

Advertisers should wait until March to heavy up on March Madness-related campaigns and targeting to capitalize on audience engagement with the tournament.

Dynamically align with real-time game highlights and bracket changes

Smart Contextual Targets identify March Madness trends as they arise and surround relevant content immediately

Trending March Madness Topics | March 11 - April 5, 2021
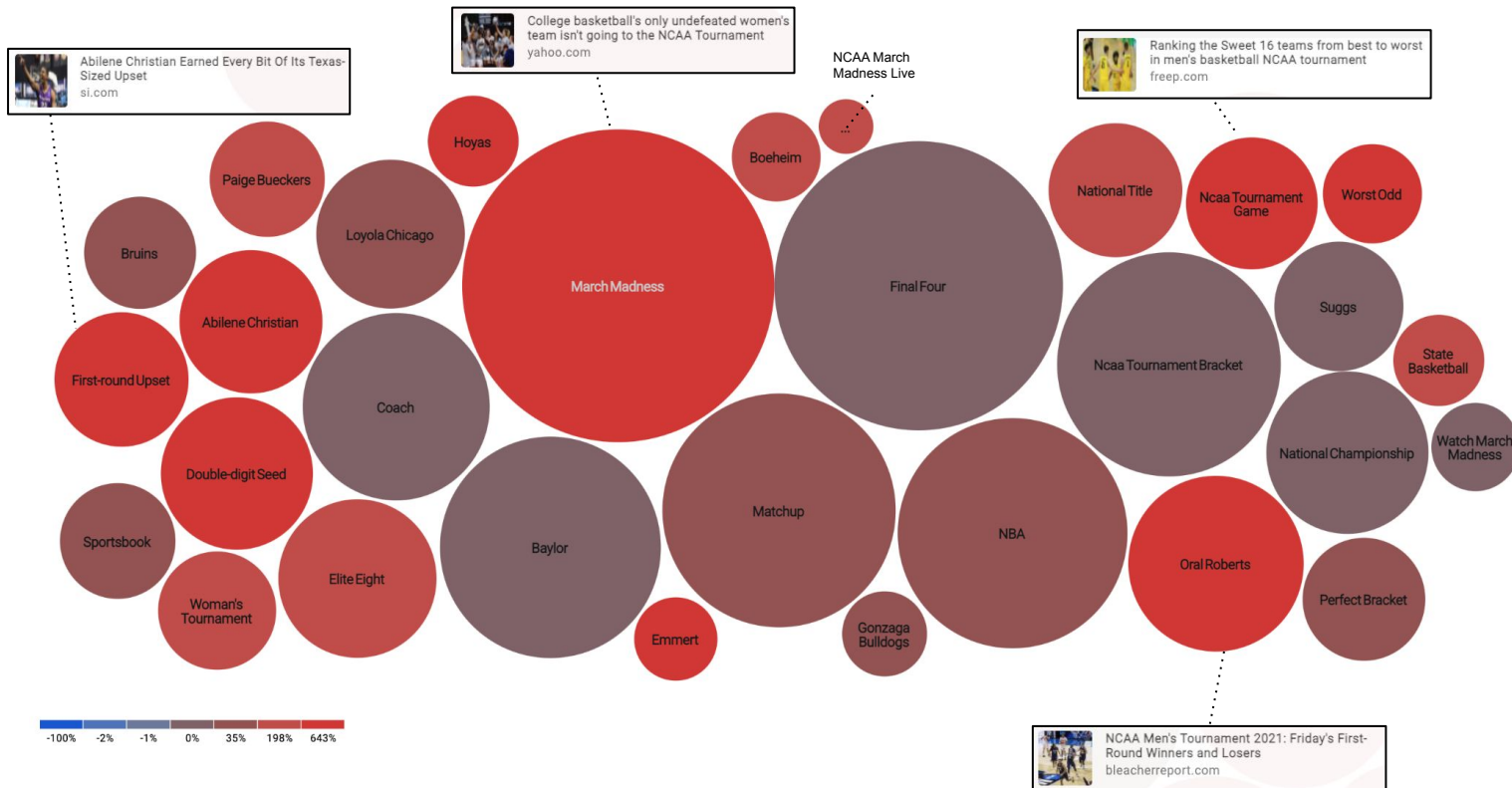
During the period of peak March Madness engagement identified on the previous slide, trending tournament-related topics focused on headline-making teams and bracket progression.

Interest in live game viewing options for cord cutters was also trending upward at this, a strong sign that advertisers should consider online video and OTT-based campaigns in addition to linear March Madness planning.
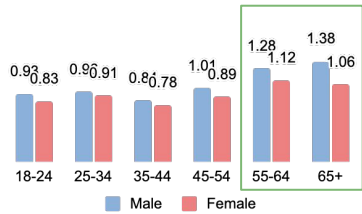
Recommendation

Leverage Amobee's March Madness Contextual Target for activation across desktop, mobile, and online video in the key weeks surrounding the tournament. Deliver impressions to College Basketball Teams content consumers on CTV using Amobee Interests proprietary behavioral segments.

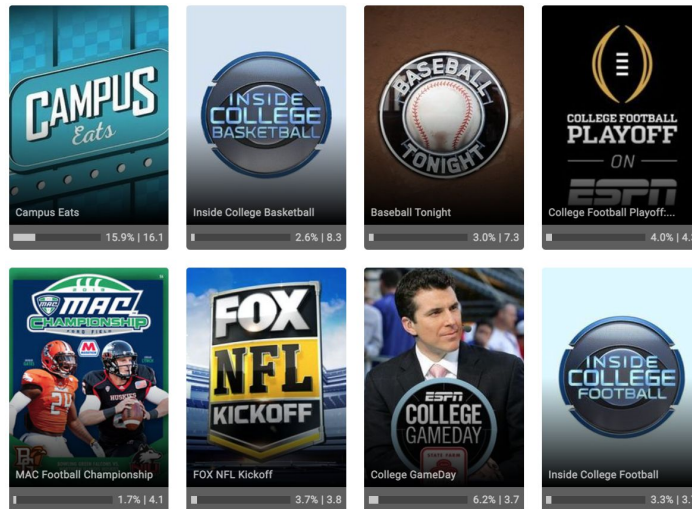# Deterministically target avid college basketball viewers

Avid college basketball viewers also love college football, NFL football, and baseball programming

Demographics and TV Viewing Behaviors | High Exposure to Men's or Women's College Basketball
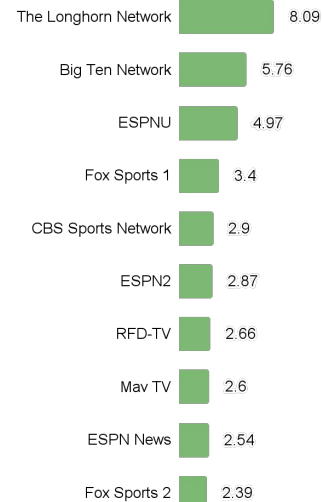**November - December 2021**

Age x Gender

	Male	Female
18-24	0.93	0.83
25-34	0.96	0.91
35-44	0.86	0.78
45-54	1.01	0.89
55-64	1.28	1.12
65+	1.38	1.06

Ethnicity

African American	Asian American	Caucasian	Hispanic
0.77	0.69	1.15	0.72

Top Skewing Shows

Campus Eats — 15.9% | 16.1
Inside College Basketball — 2.6% | 8.3
Baseball Tonight — 3.0% | 7.3
College Football Playoff: — 4.0% | 4.3
MAC Football Championship — 1.7% | 4.1
FOX NFL Kickoff — 3.7% | 3.8
College GameDay — 6.2% | 3.7
Inside College Football — 3.3% | 3.7

Top Skewing Networks

| Network	Value
The Longhorn Network	8.09
Big Ten Network	5.76
ESPNU	4.97
Fox Sports 1	3.4
CBS Sports Network	2.9
ESPN2	2.87
RFD-TV	2.66
Mav TV	2.6
ESPN News	2.54
Fox Sports 2	2.39

Audiences who have been viewing the regular men's and women's college basketball season to date have a heavy skew toward the 55+ age group. Both males and females over-index among this age group. Caucasians are also more likely to watch College Basketball programming than any other group.

In addition to their passion for basketball, this audience is also drawn to college football, NFL football, and baseball.

Recommendation

Reach the exact households tuned in to the regular season of college basketball with a deterministic TV Amplifier segment. Use this audience's top skewing networks to inform premium network buys.
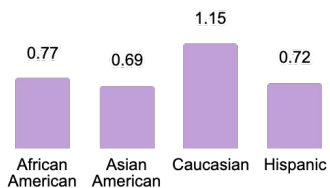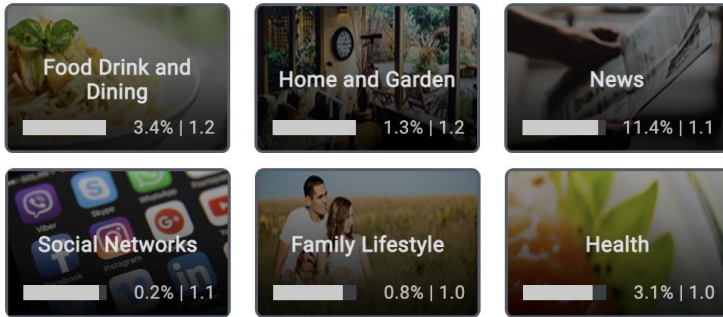
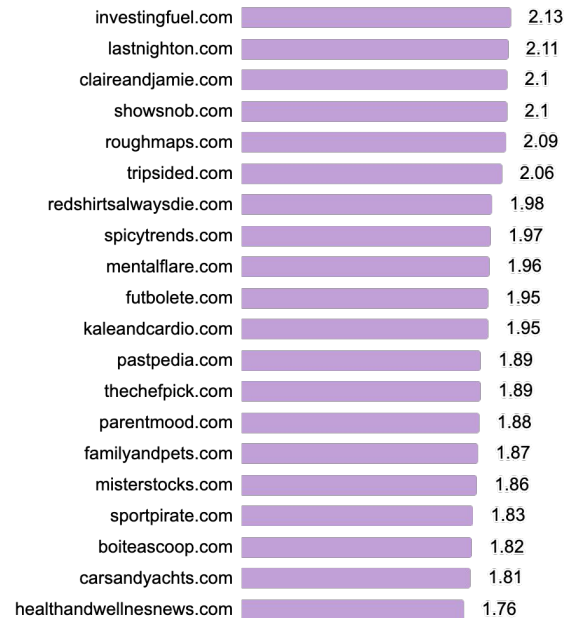# Hone in on key demographic groups

Because the 55+ age group is roughly 2.5x more likely to be avid college basketball viewers so far this season, understanding and reaching this audience is critical for March Madness advertisers

Web Affinities | A55+

Top Skewing Content Areas

Food Drink and Dining 3.4% | 1.2	Home and Garden 1.3% | 1.2	News 11.4% | 1.1
Social Networks 0.2% | 1.1	Family Lifestyle 0.8% | 1.0	Health 3.1% | 1.0

Top Skewing Publishers

Publisher	Value
investingfuel.com	2.13
lastnighton.com	2.11
claireandjamie.com	2.1
showsnob.com	2.1
roughmaps.com	2.09
tripsided.com	2.06
redshirtsalwaysdie.com	1.98
spicytrends.com	1.97
mentalflare.com	1.96
futbolete.com	1.95
kaleandcardio.com	1.95
pastpedia.com	1.89
thechefpick.com	1.89
parentmood.com	1.88
familyandpets.com	1.87
misterstocks.com	1.86
sportpirate.com	1.83
boiteascoop.com	1.82
carsandyachts.com	1.81
healthandwellnesnews.com	1.76

The 55+ age group has been significantly more likely to tune into college basketball on a regular basis so far this season than any other adult age group.

This key demographic range has a wide variety of content affinities including:

- Finance
- Cooking
- Travel
- Sports
- Health and wellness

As a result, relevant advertisers should consider honing in on the 55+ age group when planning for March Madness-related campaigns.

All sites shown have biddable inventory in Amobee's DSP.

Recommendation

Advertisers that typically target the 55+ age group should plan to heavy up around March Madness and take advantage of March Madness-related media activations. Other advertisers planning March Madness campaigns should consider being open to reaching the 55+ age range.

DSP Campaigns:
Insights to activation

1 **Discover Insights**

- Surface & Align with Trending Interests
- Define Your Target Audience

2 **Build Out Activations**

- Aggregate Interests into a Custom Contextual Target
- Amplify TV Amplifier Segment or Activate it as a Deterministic Segment
- Amplify Custom Persona Segments

3 **Push Activations to Amobee's DSP**

Amobee Brand Intelligence DSP activation menu

Amobee Contextual	Align with emerging interests to reach your audiences on real-time trending and top resonating content across programmatic channels.
TV Amplifier (Audience)	Activate custom audience segments based on user and household level TV viewership, ad exposure, and digital interests for targeting across programmatic, social, and/or connected TV channels.
Custom Persona (Audience)	Activate custom audience segments based on real-time engagement with digital interests for targeting across programmatic, social, and/or connected TV channels.

Advanced TV Campaigns: Insights to activation

1 **Discover Insights**

- Surface & Align with Trending Interests
- Define Your Target Audience

2 **Layer on Targeting**

- Select strategic behavioral targets within Amobee's DSP to be pushed over to campaign's within Amobee's Advanced TV Platform

Thank you

AMOBEE