

Super Bowl



With 30-second Super Bowl ad spots costing between \$6 million and \$7 million, and even more for some, the price continues to rise¹. Despite the steep cost, in-game ads continue to sell out, with most of the slots reserved before the end of summer. It's no surprise, though, as the Super Bowl draws a massive audience of over 100 million viewers - an unparalleled advertising opportunity. With these ad slots selling out and driving up their costs, many brands are looking for alternative mediums to reach audiences during the Super Bowl season. With the heavy investment in these ad slots, Super Bowl advertisers are also looking for opportunities to expand their reach and maximize their investment.

Here are multiple syndicated audiences to help reach Super Bowl watchers with targeted messaging and retargeting.



Sports enthusiasts

Mobile Location Models > Visits > NFL Stadium Visitors

Likely to visit NFL Football Stadiums. Predictive model based on a statistical analysis of mobile devices that visited NFL Stadiums between early September and early February.

Lifestyle and Interests (Affinity) > Sports and Recreation > Sports Enthusiast

This segment contains consumers who are likely to be sports enthusiasts.

Lifestyle and Interests (Affinity) > Sports > Football (FLA / Fair Lending Friendly)²

Consumers likely interested in "Sports/Football" based on internet activity in the last 90 days.

Travel Intent > Activities > Professional Sports Event

This segment is based on consumers that have reported their travel preferences, interests and activities. Indicates a household's likelihood to enjoy professional sports events when traveling.

Lifestyle and Interests (Affinity) > Activities and Entertainment > NFL Enthusiasts

This segment contains consumers who are likely to be NFL enthusiasts.



Beer drinkers

Lifestyle and Interests (Affinity) > Activities and Entertainment > Imported Light Beer Enthusiasts

This segment includes consumers who are likely to drink imported light beer.

Lifestyle and Interests (Affinity) > In-Market > Domestic/Imported Beer

Online intenders likely interested in domestic and/or imported beer. These segments ensure greater scale and a higher propensity to purchase domestic and/or imported beer.

Footnote

¹ ABC. [How much does a Super Bowl ad cost in 2023? February 2023](#).

² "Fair Lending Friendly" indicates data fields that Experian has made available without use of certain demographic attributes that may increase the likelihood of discriminatory practices prohibited by the Fair Housing Act ("FHA") and Equal Credit Opportunity Act ("ECOA"). These excluded attributes include, but may not be limited to, race, color, religion, national origin, sex, marital status, age, disability, handicap, family status, ancestry, sexual orientation, unfavorable military discharge, and gender.

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TV viewers

Television (TV) > Viewing Device Type > Screen Size – Large

Households with a high probability of watching television on large screen televisions only.

Television (TV) > Household/Family Viewing > Co-Watchers

Households with a high probability of watching television with others. The targets were households that watched television with others at least 60% of the time.

Television (TV) > Household/Family Viewing > Pay TV/vMVPD Subscribers Households

Households that are likely to subscribe to paid linear TV services such as cable, satellite, and/or virtual MVPD (e.g. Youtube TV, Sling, Hulu+LiveTV).

Television (TV) > TV Enthusiasts > Paid TV High Spenders

Households likely watching traditional cable, satellite and various streaming services and have watched two or more TVs in the past seven days. Hard core TV watchers/enthusiasts willing to spend money.



Behavioral audiences

Mosaic - Personas - Lifestyle and Interests > Group A: Power Elite > A04 - Picture Perfect Families

This Mosaic segment contains consumers who are likely to be upscale, multi-generational households of middle-aged couples with school-aged children living active family lifestyles in outlying suburb.

Mosaic - Personas - Lifestyle and Interests > Group D: Suburban Style > D15 - Sports Utility Families

This Mosaic segment contains households likely to include adult children in an upper-middle class lifestyle with discretionary income living sophisticated lifestyles.

Mosaic - Personas - Lifestyle and Interests > Group F: Promising Families > F22 - Fast Track Couples

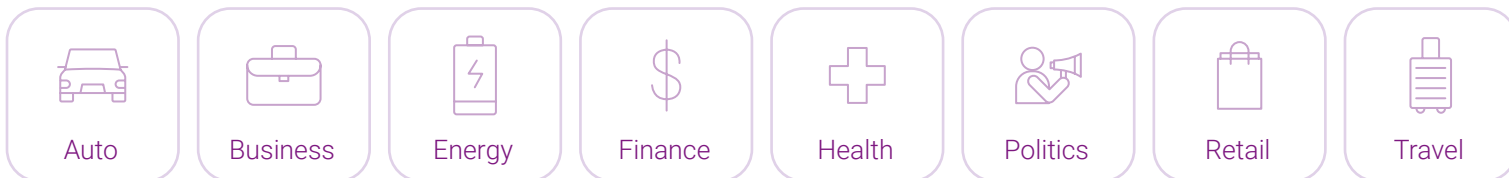
This Mosaic segment contains consumers who are likely to be active, young, upper established suburban couples and families living upwardly-mobile lifestyles.

Mosaic - Personas - Lifestyle and Interests > Group I: Family Union > I30 - Potlucks and the Great Outdoors

This Mosaic segment contains consumers who are likely to be comfortably established, middle-income couples with children living in suburbia.

Have a campaign in mind and would like to layer in vertical data?

We have syndicated audiences that span across multiple verticals and categories including:



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