

<div>MARKETING_CONSENT_STATUS</div> <div><div></div> False</div> <div><div></div> True</div>	<div>Count of Fans</div> <div>42</div>	<div>Average Fan Age</div> <div>38.5</div>	<div>Avg Number of Years between First and Last Interactions</div> <div>6.5</div>
<div>Last Season Email Open Rate</div> <div>49%</div>	<div>EMAIL OPEN RATE</div> <div><div>Last 1 Month</div><div>Last 3 Months</div><div>Last 6 Months</div></div> <div><div>Last 1 Month, Last 3 Months an...</div><div><div>61.54%</div><div>45.64%</div><div>41.82%</div></div></div>		
<div>YTD Season Email Open Rate</div> <div>43.78%</div>	<div>EMAIL CLICK THRU RATE</div> <div><div>Last 1 Month</div><div>Last 3 Months</div><div>Last 6 Months</div></div> <div><div>Last 1 Month, Last 3 Months and Last...</div><div><div>1.92%</div><div>0.41%</div><div>0.16%</div></div></div>		
<div>Last Season Email Click-Thru Rate</div> <div>0.14%</div>			
<div>YTD Season Email Click-Thru</div> <div>0.40%</div>			

MARKETING_CONSENT_STATUS <div><div></div> False</div> <div><div></div> True</div>	Count of Fans	Average Fan Age	Avg Number of Years between First and Last Interactions	Allstar Interaction Fans
	42	38.5	6.5	6
<div>FIRST INTERACTION SOURCE</div> <div><div></div><div>TOPSHOT 2 (4.76%)</div><div>ALLSTAR 10 (23.81%)</div><div>UNKNOWN 30 (71.43%)</div></div>	<div>LAST INTERACTION SOURCE</div> <div><div></div><div>CONSENT 4 (9.52%)</div><div>FANATICS 16 (38.1%)</div><div>MESSAGING 22 (52.38%)</div></div>			Fanatics Interaction Fans
				18
				Favoriting Interaction Fans
				7
				NBA.com / NBA ID "identity" Interaction Fans
				23
				Messaging Interaction Fans
30				
Fans with NBA ID				
22				
NBA2K Interaction Fans				
7				
Topshot Interaction Fans				
1				