Demographics

We can provide deep and accurate information about each fan we track.

```
"age" : "45",
"birthDate" : "1974-06-08"
"language" : "English"
"genderInfo" :
    "gender" : "male"
"email" : "josh@gmail.com",
"device" : "iPhone XR",
```

Media Preferences

We can show each fan's favorite TV shows, music artists, genres, and platforms.

```
"interests" :
    "name" : "Billie Eilish",
    "name" : "Playstation 4",
    "name" : "The Tonight Show",
    "name" : "The Bachelor",
    "name" : "Rock",
```

Sports Preferences

Our data shows each fan's unique set of interests within sports.

```
"interests" :
    "name" : "NASCAR",
    "name" : "NASCAR Cup Series",
    "name" : "MMA",
    "name" : "NBA",
    "name" : "Sports Betting",
    "name" : "Tom Brady",
```

Non-sports Interests

Outside of sports we can track a fan's favorite subjects, including people, places, and events.

```
"interests" :
    "name" : "Financial news",
    "name" : "Government",
    "name" : "Sci-fi and fantasy",
    "name" : "Massachusetts",
    "name" : "Online education",
```