



PLAY THE FOUR ROUND KNOCKOUT

Receive Exclusive Rewards

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How It Works

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START FIGHT >>



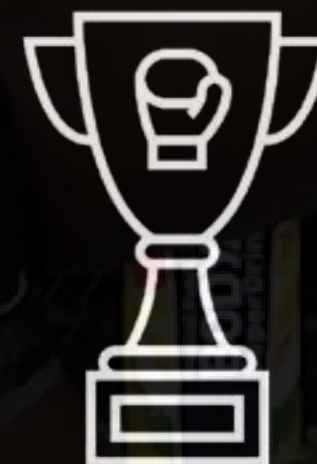
FIGHT PROGRESS

1ST ROUND: REMAINING

2ND ROUND: REMAINING

3RD ROUND: REMAINING

4TH ROUND: REMAINING



REWARD: LOCKED

UFC FAN SURVEY



ROUND 1: CONNECT SOCIAL ACCOUNTS



CONNECT FACEBOOK



CONNECT TWITTER



CONNECT YOUTUBE



FIGHT PROGRESS

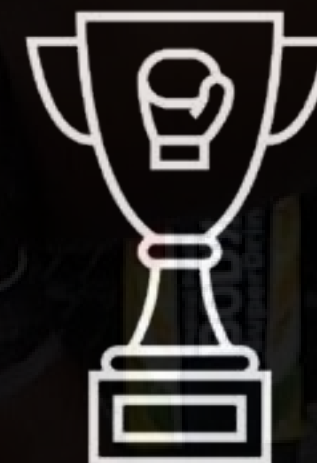


1ST ROUND: IN PROGRESS

2ND ROUND: REMAINING

3RD ROUND: REMAINING

4TH ROUND: REMAINING



REWARD: LOCKED

NEXT ROUND >>

UFC FAN SURVEY



ROUND 2: UPLOAD DATA



DOWNLOAD FACEBOOK DATA



DOWNLOAD TWITTER DATA

DRAG & DROP
FILES HERE TO UPLOAD

NEXT ROUND >>



FIGHT PROGRESS

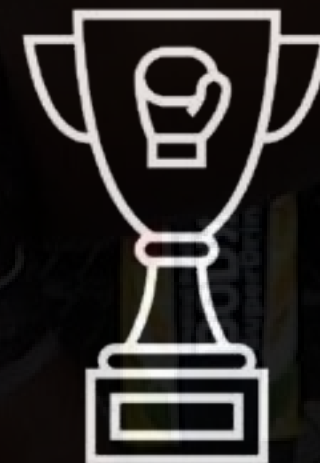
1ST ROUND: COMPLETED



2ND ROUND: IN PROGRESS

3RD ROUND: REMAINING

4TH ROUND: REMAINING



REWARD: LOCKED

UFC FAN SURVEY



ROUND 3: COMPLETE SURVEY

1. Who is your favorite UFC fighter?

Mayweather ▼

2. What is your favorite UFC weight division?

Welterweight ▼

3. Have you ever been to a UFC event in person?

☐ Yes ☐ No

4. How likely are you to attend a UFC event in the next 6 months?

- ☐ Not Likely
- ☐ Somewhat Likely
- ☐ Very Likely
- ☐ Planning to Attend

FINAL ROUND >>



FIGHT PROGRESS

1ST ROUND: COMPLETED

2ND ROUND: COMPLETED

 3RD ROUND: IN PROGRESS

4TH ROUND: REMAINING



REWARD: LOCKED



ROUND 4: TERMS & CONDITIONS

User License Agreement

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur facilisis nisl quis mattis suscipit. Suspendisse erat lectus, tempus et viverra vitae, rutrum vel ipsum. Etiam justo odio, pulvinar sed accumsan vel, sodales nec nulla. Vestibulum ut dolor vitae turpis scelerisque hendrerit. Donec vel est accumsan, feugiat elit et, tincidunt nibh. Maecenas ultricies leo vel diam ullamcorper posuere. Nam porttitor mauris ac elit varius, in facilisis ipsum laoreet. Sed ac nunc accumsan velit efficitur lacinia. Pellentesque et dui fermentum, fringilla ipsum at, elementum arcu. Sed neque metus, rhoncus vitae dui nec, fringilla elementum odio. Duis sagittis lectus mi. Curabitur sed libero vel arcu consectetur feugiat in in arcu. Nullam eget blandit elit.

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☐ I AGREE TO THE TERMS & CONDITIONS

GO FOR THE K.O. >>



FIGHT PROGRESS

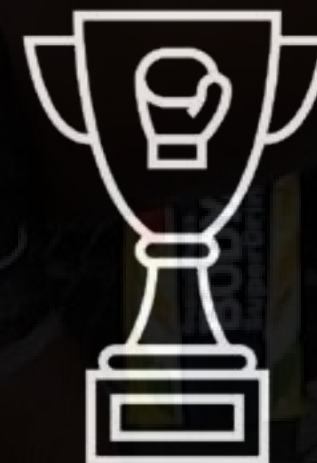
1ST ROUND: COMPLETED

2ND ROUND: COMPLETED

3RD ROUND: COMPLETED



4TH ROUND: IN PROGRESS



REWARD: LOCKED

UFC FAN SURVEY



KNOCKOUT! SELECT YOUR REWARD



SELECT



SELECT



SELECT

FINISH GAME >>



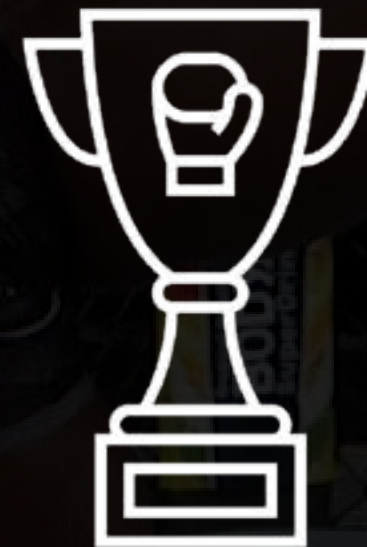
FIGHT PROGRESS

1ST ROUND: COMPLETED

2ND ROUND: COMPLETED

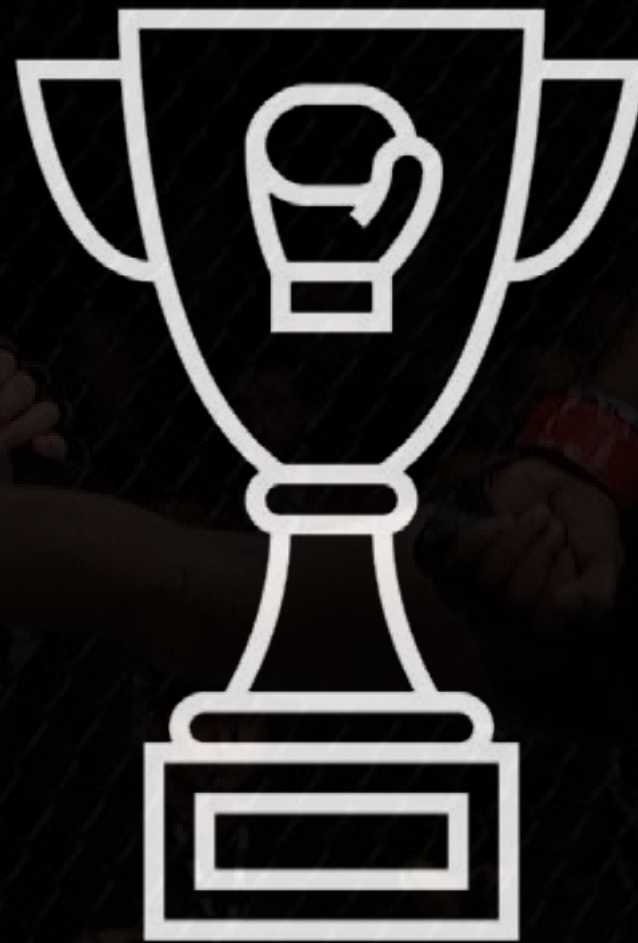
3RD ROUND: COMPLETED

4TH ROUND: COMPLETED



REWARD: UNLOCKED

UFC FAN SURVEY



THANK YOU FOR PLAYING!

UFC SPORTS INNOVATION LAB

Data Anatomy of a Fluid Fan

Demographics

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

Age: 45

Language: English

Gender: Male

Location: Boston, MA

Sports Preferences

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

Sports Interests:

- Tom Brady
- NASCAR Cup Series
- NBA
- Sports Betting
- NFL Game Pass

Media Preferences

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

Favorite Media:

- Billie Eilish
- Playstation 4
- The Tonight Show
- The Bachelor
- Rock & Roll

Non-sports Interests

We also know a lot about each fan's interests outside of sports.

Other Interests:

- Financial news
- Government
- Sci-fi and Fantasy
- Massachusetts
- Online Education

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See Changes Over Time

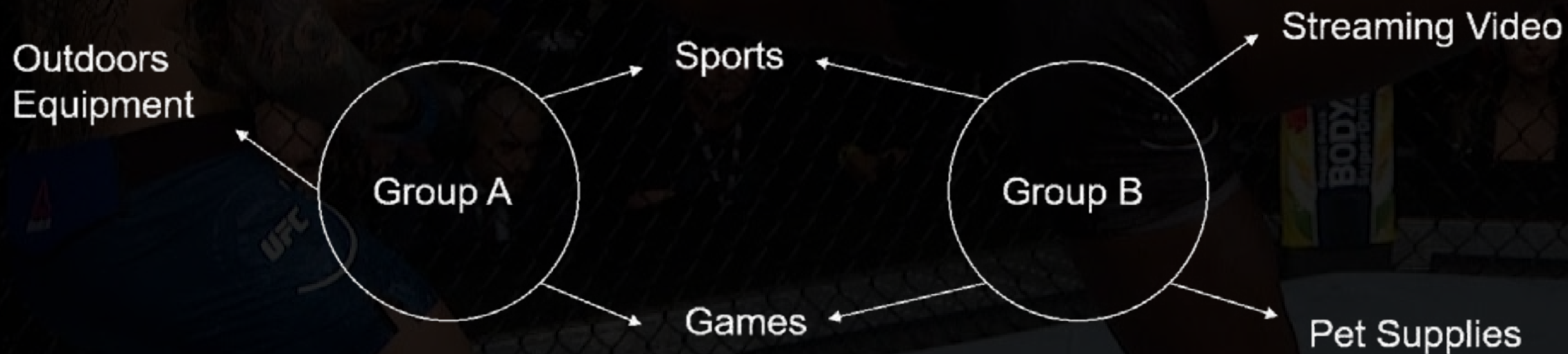
Our profiles track fans over time. We know when individuals interact with content and learn how they became fans. We identify the most engaged fans to help new fans follow their lead.



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Learn Adjacent Interests and Markets

Deepen your understanding of your fans' most interests. Discover niche marketing opportunities. Find prospective areas to build new audiences.



UFC SPORTS INNOVATION LAB

Our approach to data provides several key advantages:

- Avoid huge data liability. We assume the risk of data storage and compliance.
- Make sense of your data. We provide meaningful insights and deepen your understand of your fans.
- See outside perspectives. Take advantage of comparisons across other properties.
- Gain a strategic asset. We help identify sponsors, brands, and affiliate audiences.
- Acquire actionable information. We help build and improve your marketing strategies.