

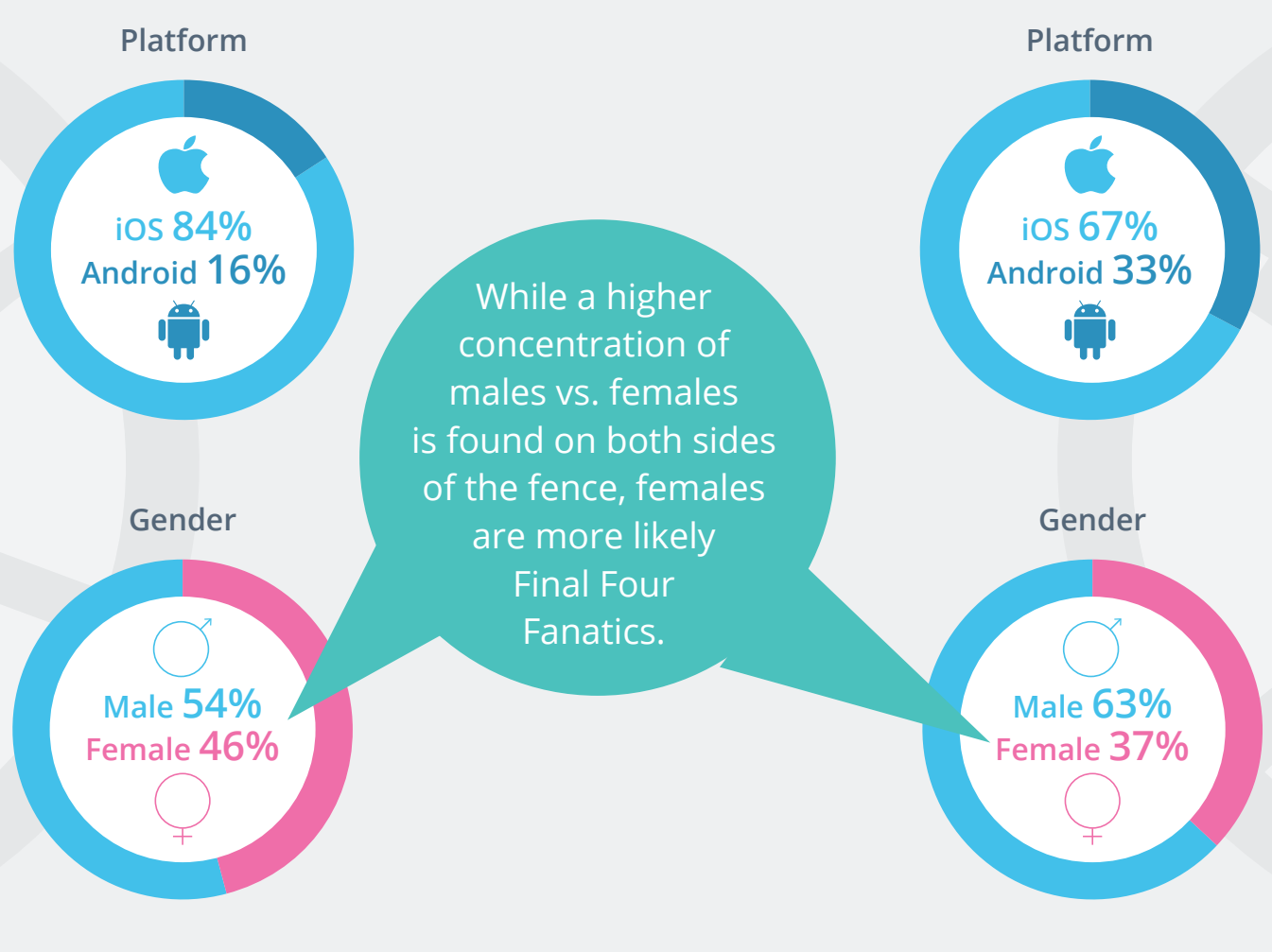
FINAL FOUR FANATICS VS. SPRING TRAINING FANS

## Marketing Beyond the Madness: Final Four Fanatics are more likely to consume live sports and scores via apps

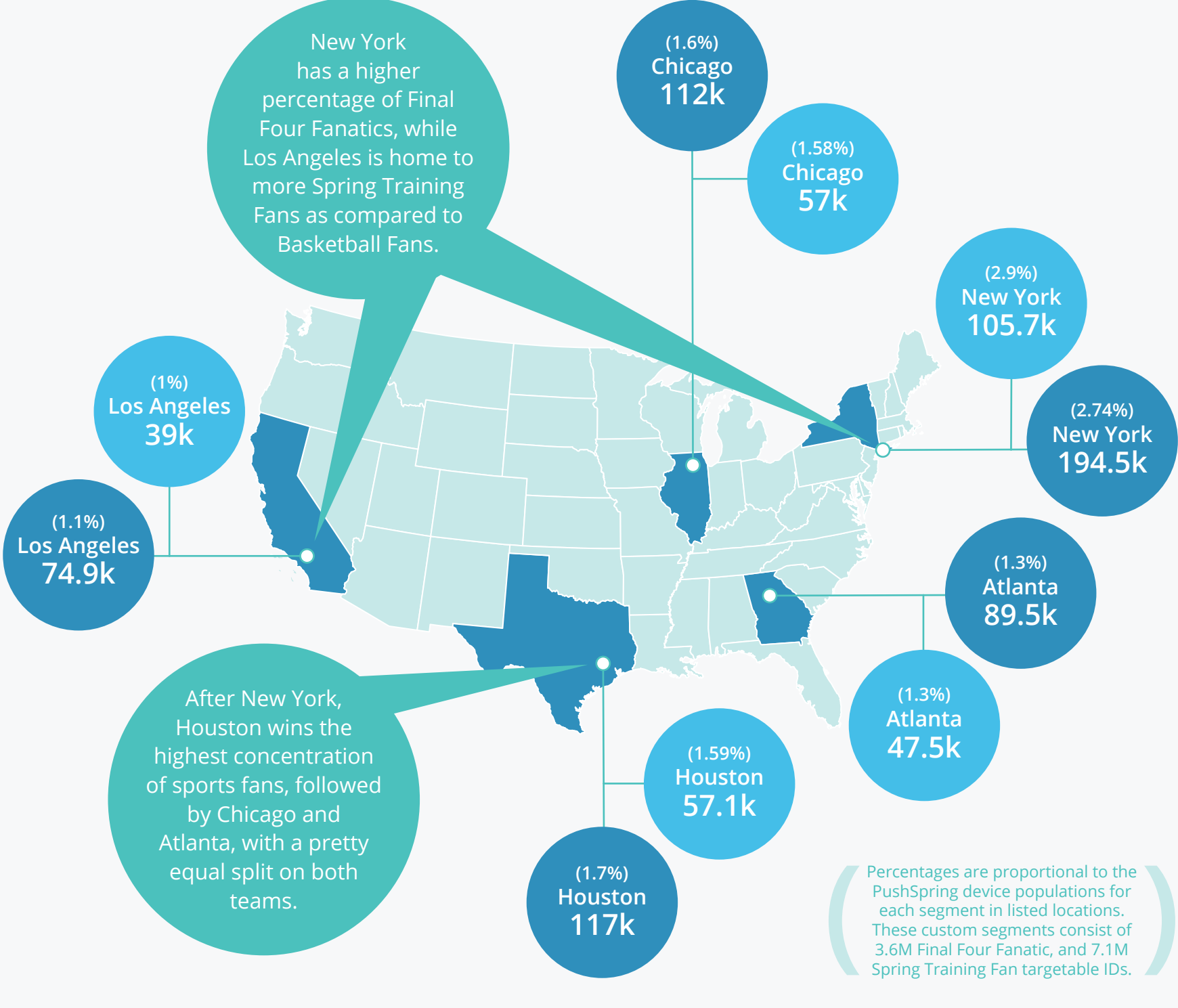
According to Google **77% of us now watch TV with a laptop, phone or tablet nearby\***. Collective moments such as big televised sporting events are prime second screen territory. Put simply, if there's something big happening on the first screen, there's probably something big happening on the second screen, too.

As the excitement of March Madness comes to a close and Spring Training peaks in anticipation of opening day, here is how to connect with sports fanatics on the mobile devices they carry with them before, during and after games.

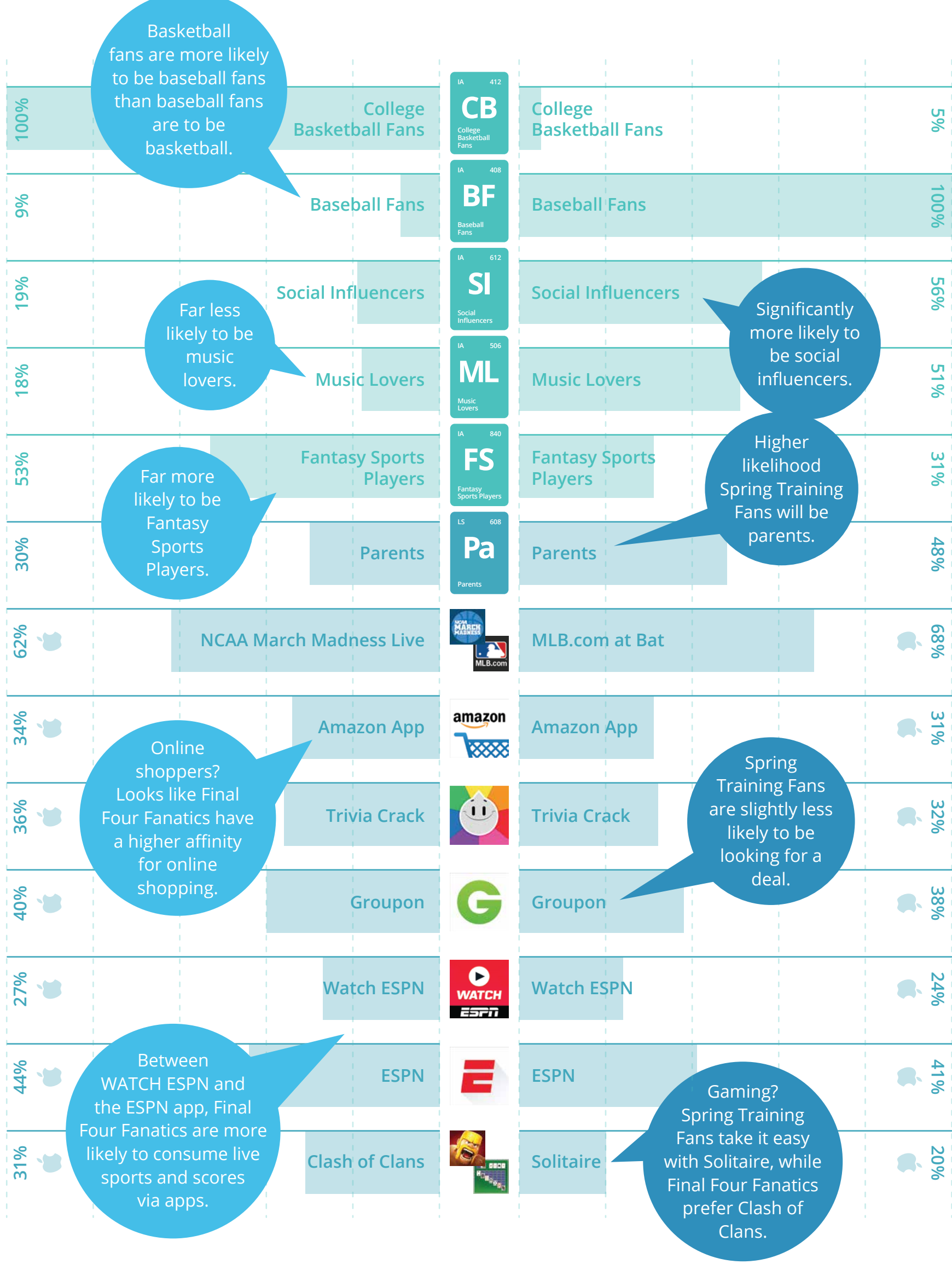
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## Marketing Beyond the Madness

What can these insights mean for your marketing efforts? The possibilities will take you far beyond the season. Here are a few ideas to get you started.

- Looking for online shoppers?** Try the College Basketball Fans Persona, as they are more likely to be shopping online, per their app composition.
- Fantasy Sports Players are also likely Final Four Fanatics.** Try messaging via the fantasy sports apps to get the most bang for your basketball buck.
- Messaging to the baseball crowd?** Try including Social Influencers and Music Lovers, the Personas over-index by 56% and 51% respectively against baseball fans.

\*<https://www.thinkwithgoogle.com/articles/sports-fans-and-the-second-screen.html>