



FOOTBALL FANATICS

GET THE GAME PLAN FOR SUCCESS

ACXIOM AUDIENCES CAN HELP TACKLE THIS HUGE RETAIL OPPORTUNITY

Consumers spend more than £5 billion on football each year, so plan your strategy to reach these consumers before they buy. Acxiom's in-depth data can narrow your target to a precise audience so you can score big with consumers interested in the nation's favourite sport.



Interest in football:
4 MILLION

ACXIOM AUDIENCES

Sporty Families: 960,000
Activity/Sports: 1.4 million

YouGov

Reach the following audiences with our panel integration:

- Regular football watchers
- Football fans who've bought a ticket in the last 12 months.

Contact Data Guru at dataguru_uk@acxiom.co.uk

acxiom[®]