



Meet your newest MVP: the Fantasy Footballer

With money in their pockets, a love of all things sports-related and heavy internet use, the Fantasy Footballer is sure to become the MVP of any marketing campaign.

His rosters may be fantasy, but his buying power is very real.

The Fantasy Footballer is a family man, with a great set of wheels



tend to own luxury vehicles
(Audi, Porsche & BMW)



average household income
more than \$100K



most likely married
with children

66%

of Fantasy Footballers are
male, while 34% are female

Player jersey aside, this guy's got great taste

Top retail segments

- Corporate attire
- Gifts & flowers
- Designer fashion
- Fine jewelry



Knowing when to catch him is just as important as knowing where



Sunday morning



weekday lunchtime

300%

more active online

He picks his platforms as carefully as his team



prefers iOS over
Android

1.7x

more active
on Twitter

11%

more likely on
mobile device

Fantasy Football audience profile created from AddThis sharing data between September 8-October 10, 2016 and BlueKai audience data between September 9-25, 2016, and FSTA.com.