

Effective Measure OLYMPICS INSIGHT REPORT

AUGUST 2016

While the weather is still warming up, the sports scene is already sizzling hot. The 2016 Olympic Games are in full swing and at Effective Measure, we are eager to demonstrate how harnessing data correctly can enrich advertising campaigns. This month, we show off our sports-focused data.



Website	UBs
Soccerladuma.co.za	1,509,353
Sport24	1,396,716
Supersport.com - Sports	1,096,068
Kick Off South Africa	980,081
GOAL.com	916,356
Timeslive.co.za - Sport	459,636
BBC.com - Sport	455,339
Sowetanlive.co.za - Sport	397,548
iol.co.za - Sport	369,946
Soccerway.com	267,791

SPORTS
CATEGORY
TOP 10
WEBSITES

These tables are based on men and women between the ages of 20 and 50 who have indicated an interest in online sports apparel purchases, with an LSM marked from 8 to 10. This gives us great insight into the online SA Olympic-focused audience.

The data has been ranked in order of Page View match as well as Audience percentage match - both functionalities easily manipulated on the EM Dashboard. Together with some basic strategy, we have formulated a list for sports-focused brands to cherry-pick a best-suited platform, demonstrating how easy it is to access customised data.



Website	PV Matching
Kick Off South Africa	1,952,081
supersport.com - Sports	2,062,772
News24 Mobile	2,162,118
webmail.co.za - Portals	2,255,226
timeslive.co.za	2,607,781
gumtree.co.za - Automotive - Cars & Bakkies	2,755,725
d6 school communicator	3,067,018
iol.co.za	3,278,302
soccerladuma.co.za	4,054,511
gumtree.co.za - Automotive & Vehicles	4,071,697
Cars.co.za - Automotive	4,913,080
msn.com	6,847,854
news24.com	7,054,846
autotrader.co.za	7,798,296
gumtree.co.za	13,638,172

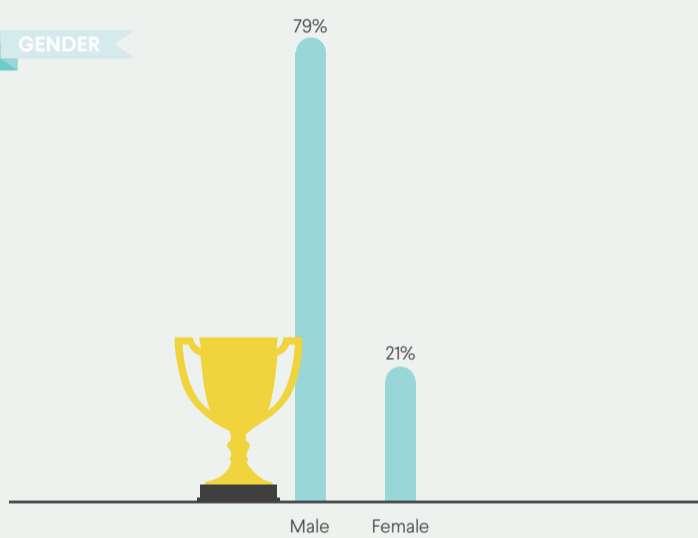
Website	% Audience
cosmopolitan.co.za - Fashion & Beauty	37.18%
marklives.com - Business	36.36%
beautybulletin.com - Health & Fitness	34.16%
gumtree.co.za - Fashion - Accessories	33.88%
cosmopolitan.co.za - Entertainment	33.86%
womenonwheels.co.za - Entertainment	33.32%
comrades.runnersworld.co.za	31.55%
Runner's World	31.55%
graziadaily.co.za - Health & Fitness	31.53%
graziadaily.co.za - Arts & Entertainment	31.53%
cosmopolitain.co.za - Health & Fitness	30.17%
entw.co.za - Travel	30.02%
beautysouthafrica.com - Health & Fitness	29.49%
bikehub.co.za - Sports	29.22%
bikehub.co.za - Health & Fitness	29.22%

RANKED BY MOST PV MATCHING

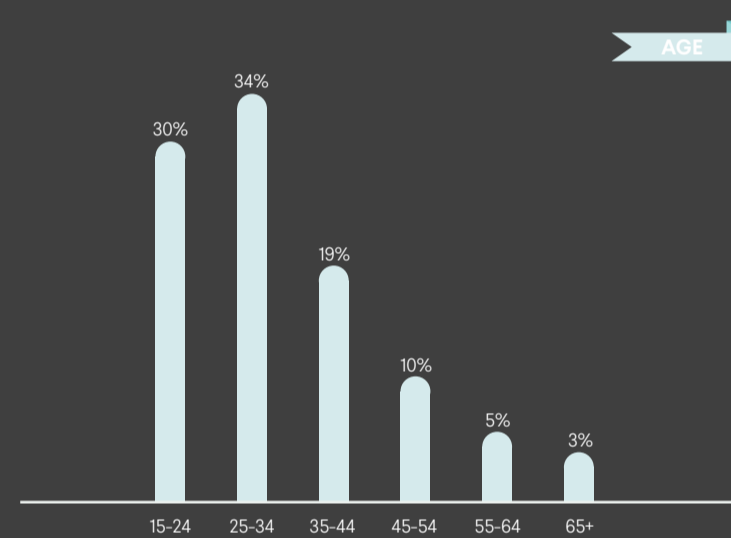
RANKED BY % AUDIENCE MATCHING

The following demographic information is based on the South African Sports category, with a sample size of 75,309.

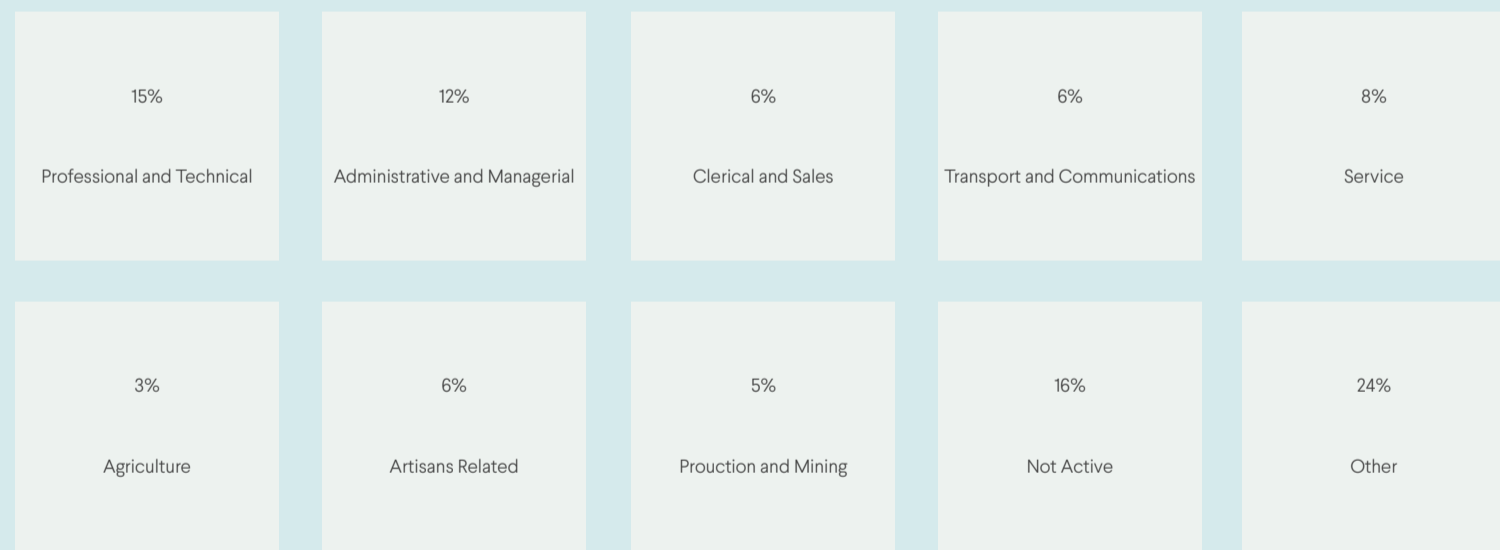
GENDER



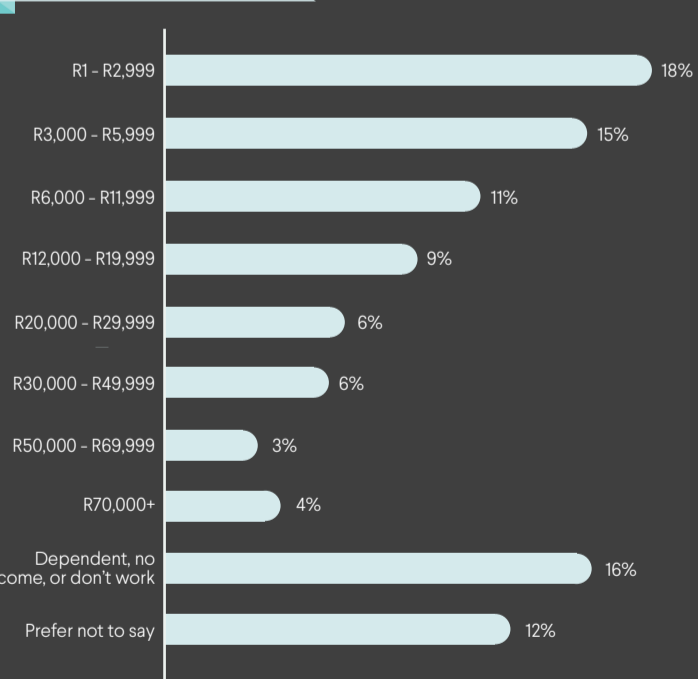
AGE



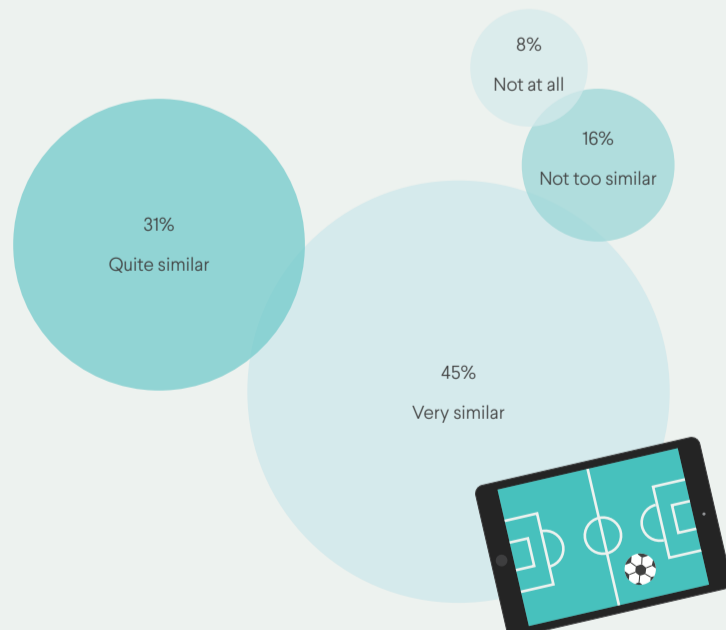
FIELD OF EMPLOYMENT



GROSS MONTHLY INCOME



SIMILARITY TO THE TECH-SAVVY



ITEMS OWNED IN HOUSEHOLD

