

FanFinder360°

for TV and Streaming Marketers

Fan insights and optimized tune-in activation for shows, genres, actors and more

FanFinder360° provides Digital Marketers and Consumer Insights teams an unprecedented view into the shared, positive affinities between the true fans of their shows - streaming, network, or cable - and everything they love across the world of social media.

All-in-one platform supplies actionable insights about fans interests and behaviors - what they are watching, where they are browsing, favorite YouTube channels, favorite sports teams - so you know where to find them.

Why social? Social is the new water cooler for discussing the hottest shows, the latest episodes, and of course, what is going to happen next. **Over 1 billion engagements**, every three months, means that the more fans are engaging on social than anywhere else.

Interests of Your Target Audience: Ozark (TV Show) Start typing additional interests, e.g. REI, NFL, Comedy magazines.

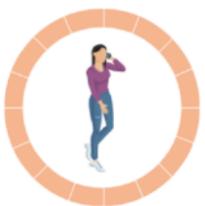
Snapshot Date: Jul 01, 2020 + Add Filters United States Export

Brands: TV Digital Local Music Apps & Games Movies Sports Celebrities

View by: All TV Shows and Networks + Add Filters - Remove Filters Find in list

Rank	Show	Network	Genre	TrueAffinity™	TrueAffinity™ Change	Fan Volume ('000)
1	Better Call Saul	AMC	Drama	9.67	↓ 0.46%	139.8
2	The Walking Dead	AMC	Thriller & Horror	9.39	↑ 0.27%	172.9
3	Killing Eve	BBC America	Drama	9.36	↓ 1.35%	170.5
4	This is Us	NBC	Drama	9.22	↓ 1.17%	119.0
5	Dead to Me (TV Show)	Netflix	Comedy	9.20	↓ 1.23%	54.1
6	Good Girls (TV Show)	NBC	Drama	9.18	↑ 0.01%	70.2
7	Yellowstone (TV Show)	Paramount Network	Drama	9.14	↓ 0.66%	95.8
8	Jimmy Kimmel Live!	ABC	Talk Show	9.09	↑ 0.95%	171.1
9	The Blacklist	NBC	Drama	9.06	↓ 0.53%	59.5
10	90 Day Fiance	TLC	Reality	9.00	↑ 11.66%	104.2

FanFinder360° benefits



Create a 360° view of your fan's top online & offline interests, behaviors,



Identify brand sponsorships and celebrity endorsements based on known shared affinities



Create optimized Social Media Keyword targeting lists for your campaigns



Top website & YouTube channel affinities for direct placements

How it works

Most social insights providers rely on Twitter data, which is biased and proven to be an unreliable single-source of truth. We combine engagements from across Facebook, Instagram, and Twitter to deliver the most reliable view of fan behavior and intent.



Top 5 FanFinder360° subscription benefits

FanFinder360° is a subscription-based platform that gives you unlimited access to uncover Tune-In insights for your shows from over 70,000 Networks, Genres, Celebrities, Brands, Games, and more. These are the top 5 reasons why our Clients love their subscriptions.

1

Captures active engagements of the most passionate TV fans

2

Near **real-time** data gives you the most current look at what is trending

3

Diverse data set. Cross-reference Insights from over **1,000 different categories**

4

Add new shows, actors, or genres to the platform at **no additional charge**

5

Paints a perfect picture of **my most passionate fans**