



CAPABILITIES SHEET

ENTERTAINMENT
MARKETING

ENTERTAINMENT MARKETING

SMARTER ENTERTAINMENT AUDIENCE STRATEGY

The strongest entertainment audiences aren't built from broad demographics or a generic "fan" label.

Source Path Digital combines **first-party customer intelligence, entertainment engagement, consumer personas, lifestyle patterns, social behavior, spending context, digital discovery, and geography** to identify the people most likely to attend, purchase, upgrade, return, and bring others.

Turn that intelligence into audiences more likely to:

- Attend specific events, performances, attractions, or experiences
- Purchase tickets, packages, memberships, or premium upgrades
- View entertainment as a family, social, cultural, or professional occasion
- Return for additional experiences and deepen their relationship with the brand

Understand your best customers: Analyze first-party ticketing, attendance, membership, and customer data to identify the Personas, Traits, behaviors, and lifestyles associated with proven buyers.

Match audiences to the experience: Recognize that the ideal audience for a sporting event may differ from a concert, family attraction, cultural performance, festival, or premium hospitality experience.

Understand why people participate: Distinguish between fandom, date nights, family traditions, group outings, celebrations, cultural interests, client entertainment, and other motivations.

Identify premium potential: Find consumers whose lifestyle, professional, social, and spending behaviors indicate stronger potential for VIP, hospitality, premium seating, memberships, packages, and upgrades.

Prioritize the right markets: Understand where high-potential audiences are concentrated and how opportunity changes across markets, venue draw areas, and geography.



ENTERTAINMENT AUDIENCE BUILDING FEATURES

EVENT & EXPERIENCE PROPENSITY

Identify consumers whose attendance, fandom, ticket purchasing, entertainment behavior, and related signals indicate stronger potential to participate.

EXPERIENCE & OCCASION ALIGNMENT

Build different audiences around the event, attraction, occasion, and experience being promoted rather than applying one generic entertainment audience everywhere.

PERSONA & LIFESTYLE INTELLIGENCE

Layer entertainment signals with dining, travel, recreation, shopping, culture, family, household, professional, and social behaviors to understand the person behind the ticket or visit.

PREMIUM EXPERIENCE POTENTIAL

Identify affluent and experience-oriented consumers with stronger alignment to premium seating, VIP access, hospitality, memberships, packages, upgrades, and other higher-value offerings.

DIGITAL DISCOVERY & PURCHASE BEHAVIOR

Reach consumers who use social, streaming, search, apps, online ticketing, and other digital touchpoints to discover, research, plan, and purchase entertainment.

GEOGRAPHIC & MARKET INTELLIGENCE

Understand audience scale, concentration, Persona composition, and opportunity by ZIP code, market, venue draw area, DMA, or region.



DIFFERENT EXPERIENCES

DIFFERENT AUDIENCES

Entertainment is not one consumer category. People choose experiences for very different reasons, and those motivations can materially change who represents the strongest audience.

SPORTS & FANDOM

Team affinity • Live attendance • Repeat attendance •
Sports media • Merchandise • Family tradition

LIVE MUSIC & CONCERTS

Artist & genre affinity • Ticket propensity • Social outings •
Digital discovery • Nightlife • Premium access

CULTURE & PERFORMING ARTS

Theater • Fine arts • Classical music • Museums • Cultural
interests • Elevated experiences

FAMILY & COMMUNITY ENTERTAINMENT

Children • Family activities • Community participation •
Festivals • Attractions • Shared experiences

DESTINATION & NIGHT-OUT EXPERIENCES

Dining • Travel • Hotels • Celebrations • Date nights •
Weekend activity

PREMIUM & HOSPITALITY EXPERIENCES

Affluence • Client entertainment • VIP access • Premium
seating • Hosted experiences • Social status
The key is not simply finding people who “like
entertainment.”



It is understanding **what kind of experience they value, what motivates them to participate, and which offer is most relevant to them.**

ENTERTAINMENT CAMPAIGN STRATEGIES

Different growth objectives require different audiences, signals, and activation strategies.



CUSTOMER ACQUISITION

Reach people who are not currently customers but demonstrate strong potential to attend, visit, subscribe, or purchase.

Work with Source Path Digital to:

- Identify high-propensity entertainment prospects
- Match audiences to specific experiences, events, attractions, or offers
- Find consumers who align with proven customer Personas
- Build audiences around family, social, cultural, fandom, and premium opportunities
- Prioritize prospects by market and geographic opportunity
- Activate across addressable digital, email, direct mail, streaming, social, and other channels

Turn high-potential prospects into new customers and attendees.



CUSTOMER RETENTION

Use first-party customer intelligence to increase repeat participation and customer value.

Work with Source Path Digital to:

- Enhance ticketing, membership, and customer records with lifestyle and behavioral intelligence
- Segment customers by attendance history, interests, Persona, and experience preferences
- Identify repeat-attendance, package, membership, and upgrade opportunities
- Find customers with stronger premium or hospitality potential
- Personalize discovery around relevant future experiences

Keep customers attending, exploring, upgrading, and engaging.



CUSTOMER REENGAGEMENT

Reconnect with customers whose attendance or engagement has declined.

Work with Source Path Digital to:

- Identify inactive and lapsed audiences
- Refresh and enhance aging customer data
- Analyze historical attendance and response patterns
- Identify new experiences or occasions that may create renewed relevance
- Build win-back audiences around upcoming events and appropriate offers

Turn dormant relationships into renewed participation.



ONE CUSTOMER LIFECYCLE. DIFFERENT DATA STRATEGIES.

ACQUIRE

→ Propensity • Personas • Experience Fit • Market Opportunity

RETAIN

→ First-Party Data • Attendance History • Affinity • Premium Potential

REENGAGE

→ Historical Data • Data Enhancement • New Experience Fit • Win-Back Audiences

Source Path Digital can help entertainment organizations identify **who should be reached, why a particular experience is relevant to them, and how they should be activated based on their relationship with the brand.**

WHAT MAKES SOURCE PATH DIGITAL DIFFERENT?

Source Path Digital looks beyond who simply appears to be an entertainment fan.

We combine **first-party customer intelligence, entertainment behavior, consumer Personas, social context, lifestyle, spending patterns, digital behavior, and geography** to understand the larger experience economy surrounding a purchase.

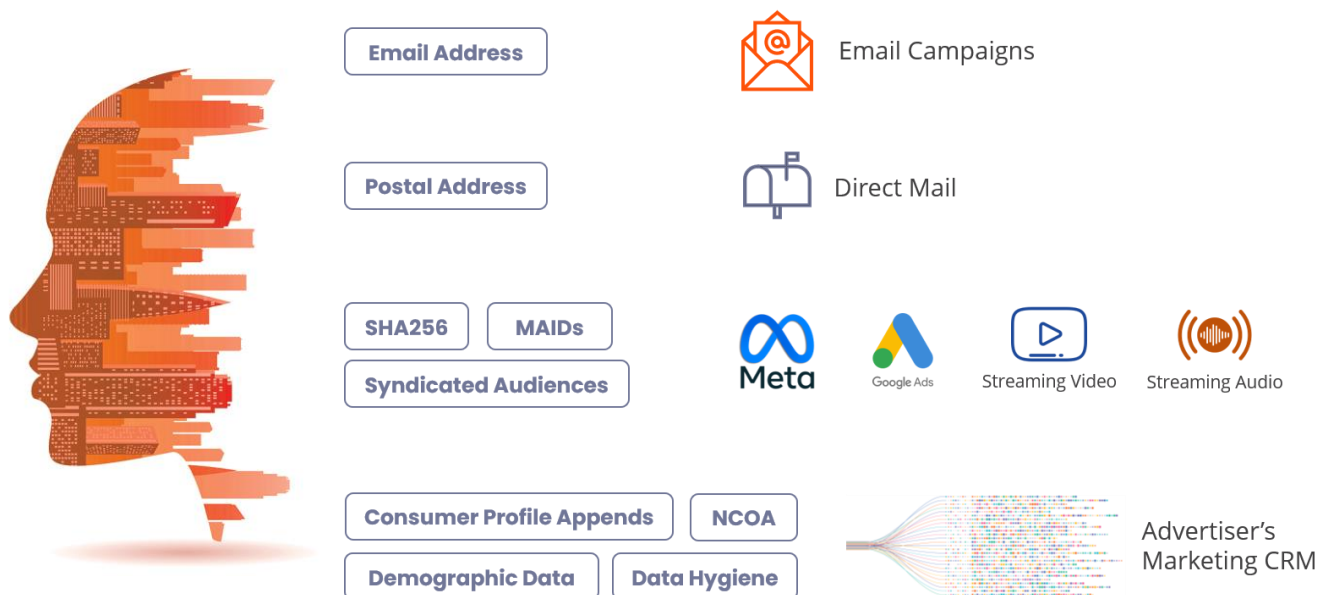
We help entertainment marketers identify:

- **Who** represents the strongest audience and revenue opportunity
- **What kind of experience** is most likely to motivate them
- **Which offers and upgrades** best align with different audiences
- **Where** those audiences are concentrated

The result is audience strategy built around **why people choose experiences—not simply whether they show an interest in entertainment.**

CUSTOMER ACTIVATION

How Audience Data Powers Campaigns



LET'S EXPLORE WHAT'S POSSIBLE

Entertainment is personal.

For one consumer, an experience may be a **family tradition**. For another, it is a **date night, concert, cultural outing, celebration, premium experience, client event, weekend destination, or connection to a favorite team or performer**.

Source Path Digital helps turn those different motivations into actionable audience strategies, connecting first-party customer data with broader consumer intelligence to identify opportunities for **audience growth, attendance, premium experiences, repeat participation, cross-event discovery, and reengagement**.

Whether the objective is filling more seats, attracting new visitors, growing memberships, developing higher-value customers, increasing repeat attendance, or reconnecting with past audiences, we help identify **who represents the opportunity and how to reach them**.

SCHEDULE A CONVERSATION

Agencies, advertisers, and channel partners value Source Path Digital's collaborative and consultative approach to helping them succeed.

Email: sales@sourcepathdigital.com

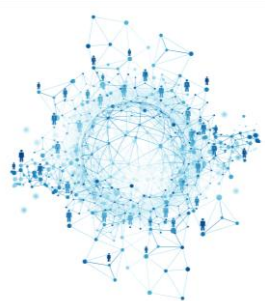
Phone: (866) 666-PATH (7284)

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Where Detail Meets Dedication

At Source Path Digital, we believe **smarter media** starts with better **audience targeting**. That's why everything we do is built around real data, proven methods, and tailored strategies that help you **reach the right people**—without the guesswork.

SOLUTIONS



IDENTIFY

Select and curate high-potential audiences most likely to engage with your brand and offers.



ACTIVATE

Reach individuals within curated audiences one-to-one across devices and platforms with personalized experiences.



ILLUMINATE

Improve campaign performance, streamline process integration, and simplify media planning.