



## LIVESCORE PARTNERS WITH PERMUTIVE TO KICK OFF NEW AUDIENCE DATA PLATFORM AHEAD OF EUROS 2024

**LONDON, 16 APRIL 2024** - [LiveScore](#), the global sports media business and one of the world's leading real-time sports updates and news providers, today announces the launch of its innovative Audience Data Platform, 'OnTarget'.

The new product, which utilises [Permutive's](#) 100% addressable Audience Platform, offers advertisers a transparent, privacy-compliant, and future-proof solution for accessing reliable and robust first-party audience segments.

Leading UK brands across a range of industries are already experiencing the benefits of OnTarget's high-intent audiences. An active campaign on the platform has demonstrated a remarkable 59% higher click-through rate (CTR) compared to broad targeting methods, highlighting the significant impact of utilising high-quality first-party audience data for precise targeting.

LiveScore research has shown there to be strong trait differentials between modern football fans. By leveraging data from its extensive user base, OnTarget empowers brands and advertisers to unlock more insight and targeting capabilities from audiences through Permutive's unique technology. This is based on interests, behaviours, purchase intent, lifestyles, demographics, personas, and more, all without being impacted by changes to third-party cookie deprecation.

Permutive technology enables LiveScore to address 100% of its audience, including in-app tracking environments such as iOS, resulting in new yield optimisation opportunities. OnTarget utilises thousands of interests, and intent signals collected daily from the LiveScore app and website, combining them with declared and survey data to identify, bundle, and target audience segments in real-time. This development enables brands to reach LiveScore users across the entire marketing funnel at scale, delivering relevant and effective marketing in a highly contextually relevant and brand-safe environment.

With a user base exceeding 2.4 million monthly users in the UK and over 700 million monthly page views, LiveScore OnTarget provides advertisers with unparalleled access to high-value football fans and their consumer habits.

In addition to its advanced targeting capabilities, OnTarget offers advertisers unique insights through a research-first approach to campaigns. Advertisers can engage users with live, one-question snapshots within the app or conduct comprehensive brand lift and measurement studies; all managed in-house. These studies have been leveraged by advertisers who are interested in understanding how their users engage with brand messaging and how this can be optimised for performance.

**Sam Sadi, CEO at LiveScore Group, said:** "With OnTarget, we've developed a top-tier first-party data solution for our partners, ensuring that they can effectively connect with their target audiences at scale. We believe the data solution we offer is unparalleled among premium sports publishers in the UK and that we will be the best-in-class option for advertisers. Clients who have utilised OnTarget in

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their campaigns have experienced impressive results, and we eagerly anticipate the continued success and growth of the platform in the future."

**Joe Root, CEO and co-founder at Permutive, said:** "It's exciting to support LiveScore in developing OnTarget. By enabling this premium publisher to build better direct relationships with advertisers on top of its first-party audience data, Permutive is supporting a future where publishers such as LiveScore can drive maximum revenue from advertising inventory. The industry is looking for viable and sustainable solutions to third-party cookies, and by building on top of our patented technology, LiveScore OnTarget is at the forefront of cutting-edge advertising for the next generation."

While LiveScore users are made up of sports fans, each user remains unique, with their own characteristics and interests outside of sports. LiveScore has been deepening its first-party relationship strategy to reflect this. For more information regarding LiveScore OnTarget, please visit here: <https://livescoregroup.com/audience/>

**Ends.**

## **About LiveScore**

LiveScore™ was founded in 1998 and has evolved to become one of the world's best loved sports media brands. As part of LiveScore Group, the brand has seen substantial growth with over 50 million users across more than 200 global territories.

For more than two decades it has been an essential part of the match-day experience for football fans, the hero LiveScore app delivers world-class content and editorial alongside the fastest and most reliable updates on the matches that matter to them.

The latest edition of the app features lightning-fast notifications, aggregated and curated news feeds and even post-match highlights of English Premier League matches. Player profiles and rich team stats contribute to a further enhanced offering, in addition to live highlights as part of a seamless user experience.

## **About Permutive**

Permutive puts publishers in control of their revenue by enabling them to reach and monetise 100% of their audience while respecting consumer privacy. With Permutive, publishers can develop unique audience insights, optimise campaigns on the fly, and provide detailed mid- and post-campaign reports. In unlocking the true value of their audience, Permutive's customers drive direct deals, win more RFPs, and secure repeat business with advertisers.

Permutive is trusted by the world's largest publishers, including News Corp, Hearst, BuzzFeed, Penske Media, Future plc, the BBC, The Guardian, Vox Media, Insider, Hubert Burda Media, Condé Nast International, Trusted Media Brands, Hello! and Reworld Media.

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