

# Sports Biz Pros Just Became Ballers.



VALUE YOUR ACTIVATIONS.  
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ACTIVATE YOUR FANS.  
[UMBEL.COM](http://UMBEL.COM)



Fan and sponsorship data  
indexed over **10 billion**  
data points.



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**9X** average ROAS and **\$11.5M**  
earned revenue across sport  
campaigns—and it gets  
better every season.



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Since the start of the La Liga Season, Real Madrid CF has driven **\$120M** in social value for partnership with Emirates.



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More than **9,000** brands and  
**80,000+** tracked athletes,  
teams, and leagues.



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Papa John's was last year's  
**top activated brand** on  
social for the MLB.



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NASCAR fans are **9X** more likely  
than the average Facebook user  
to “like” Kevin Harvick.



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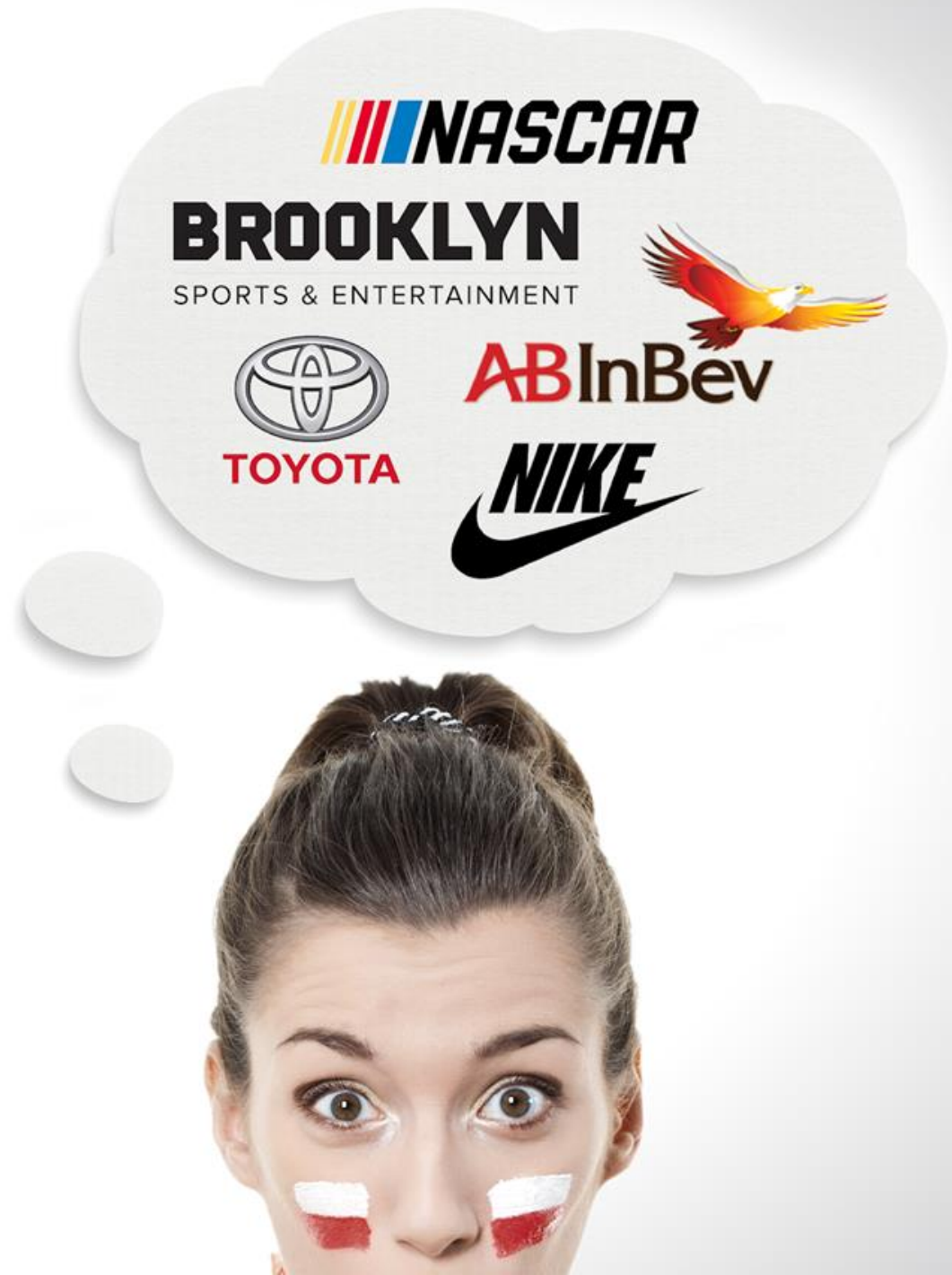
Helping **140+ top brands**  
engage fans and drive  
sponsorships.



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The NBA generated **\$50 Million**  
in social value for Nike in year  
one of their jersey deal.



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Audi scored **\$7 Million** in social value from its MLS partnership over the last year.



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