SAMPLE DATA

Rascasse
Audience Intelligence

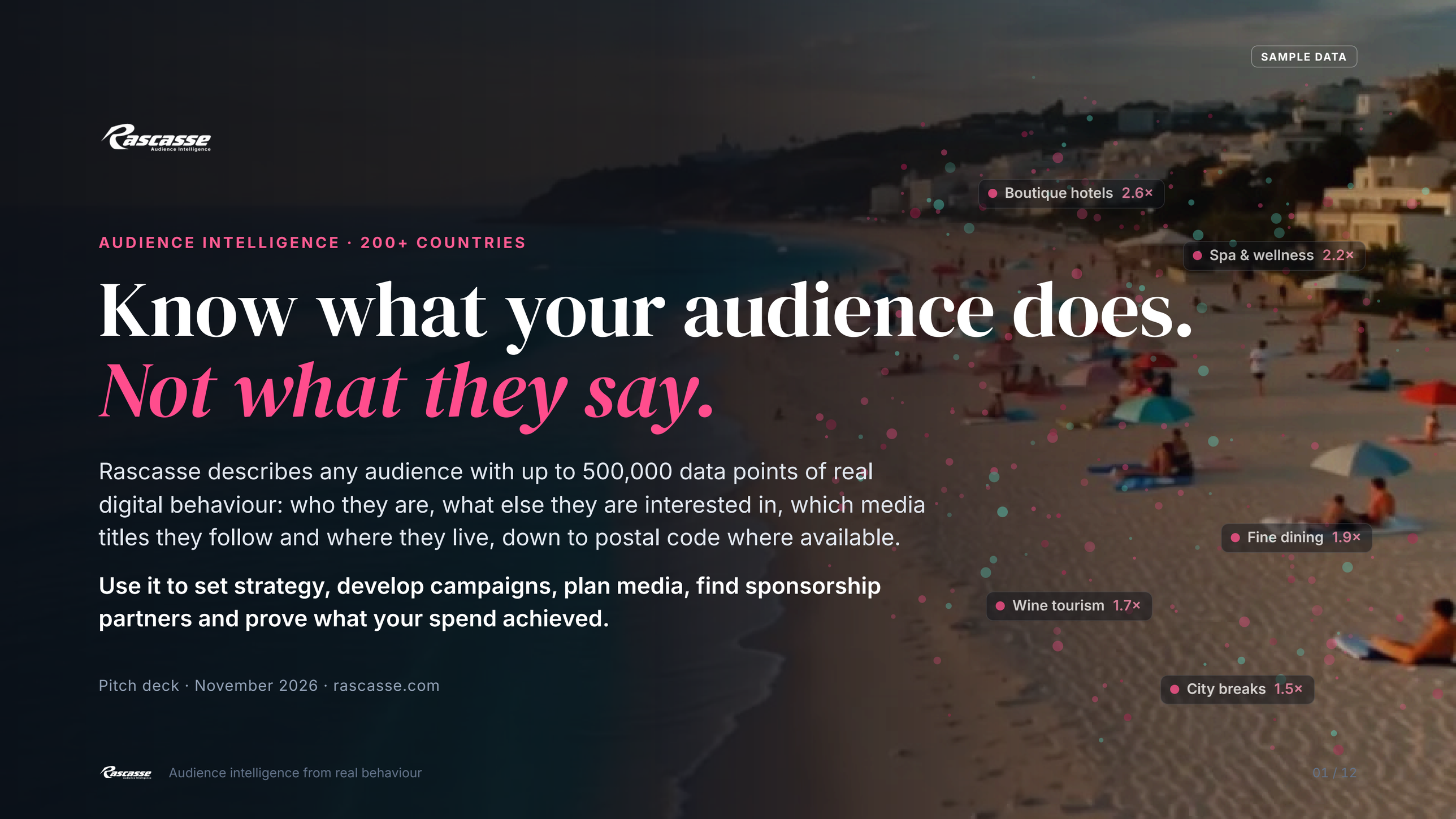
AUDIENCE INTELLIGENCE · 200+ COUNTRIES

Know what your audience does. *Not what they say.*

Rascasse describes any audience with up to 500,000 data points of real digital behaviour: who they are, what else they are interested in, which media titles they follow and where they live, down to postal code where available.

Use it to set strategy, develop campaigns, plan media, find sponsorship partners and prove what your spend achieved.

Pitch deck · November 2026 · rascasse.com



DIFFERENT BY DESIGN

Why Rascasse works *differently.*

Rascasse analyses real digital behaviour with AI: who your audience is, what else interests them and where to find them.

TRADITIONAL / SYNDICATED RESEARCH

What people say.

- ✕ **Claimed preferences**
  Based on surveys, questionnaires and interviews.
- ✕ **Limited snapshots**
  One-off studies instead of continuous measurement.
- ✕ **Generic audiences**
  Standardised and syndicated research.
- ✕ **Fragmented perspective**
  Limited visibility into audience behaviour.
- ✕ **Country-by-country limitations**
  Scaling increases cost and complexity.

RASCASSE

What people *do.*

- ✓ **Real digital behaviour**
  Actual behaviour across search, content, media and digital interaction.
- ✓ **Continuous measurement**
  Updated quarterly, with 4 to 10+ years of history.
- ✓ **Tailor-made intelligence**
  Built around your audience, market and business question.
- ✓ **360° audience understanding**
  A holistic view across behaviour, media, interests and ecosystems.
- ✓ **Global scalability**
  Across countries, markets and audience types.

The result: a deeper and more current picture of your audience, live in 24 hours and comparable across 200+ countries.

RASCASSE IN NUMBERS

What people do, *measured at scale.*

Up to 500,000

data points describe a single audience.

Every brand, event, person, media title, interest and topic it can be measured against.

6 billion

people behind the signals, worldwide

200+

countries, one method

200K+

locations, postcodes where available

24h

until a new audience is live

Quarterly updates
with 4 to 10+ years of history

50,000+ brands, 100,000+ media titles
a new brand in 24 hours

Not surveys
AI-based analysis of aggregated digital behaviour signals

SELECTED CLIENTS

Brands, agencies, media *and rights holders.*

WHERE THE NUMBERS COME FROM

Behaviour, not answers. *Interest, not individuals.*

01

Behaviour across many channels

What people search, follow, watch, listen to and read. Not social media alone: Google, Bing, Facebook, Instagram, TikTok, Spotify, YouTube, X, Wikipedia, Twitch and more.

→

02

Interest

A data point counts when people show sustained interest across several of these channels. One method across 200+ countries.

→

03

Audience

AI-based models turn interest into audience size, overlap and affinity. Updated quarterly, with 4 to 10+ years of history.

Interest is broader than a fan base.
It includes everyone who engages with a club, brand or topic, not only ticket holders or customers. That is the market you can reach.

Read two figures.
Your core audience, and the total interest in the market around it.

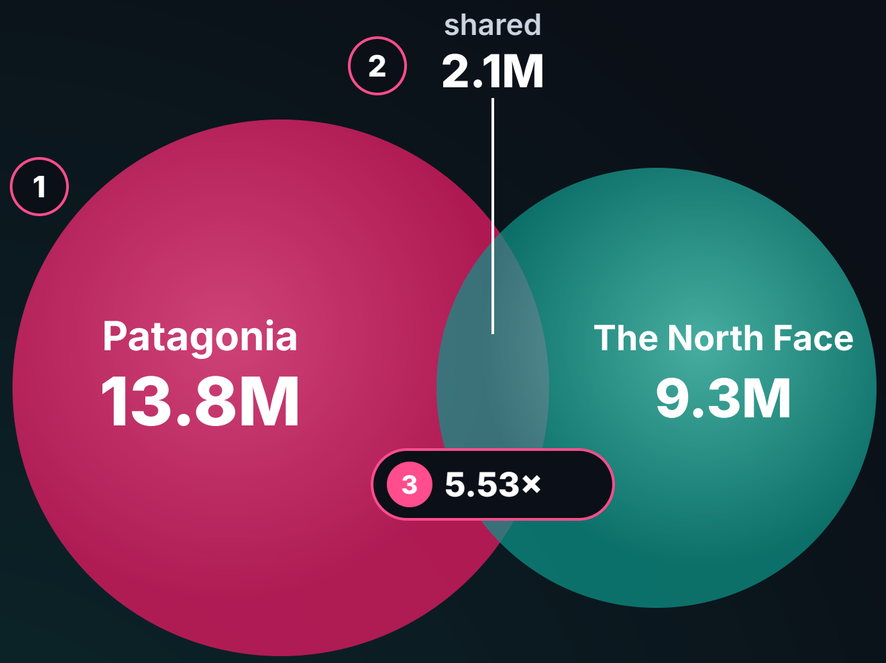
Many channels, not social alone | No surveys | No cookies | No personal data | No CRM data needed | GDPR compliant by design

OUR FOUR METRICS

Four metrics *for every data point.*

FIVE KINDS OF DATA POINTS

Brands | Events | People | Media Titles | Interests / Topics



Example: Patagonia and The North Face · United States · data as of October 2026

AUDIENCE SIZE 1

13.8M

people in the US are interested in Patagonia. One figure per country, comparable across markets.

OVERLAP 2

2.1M

of them are also interested in The North Face: 15.2% of the Patagonia audience, 22.5% of The North Face audience.

AFFINITY 3

5.53×

Interest in The North Face is 5.53 times as strong in the Patagonia audience as in the US average (1.0×).

RELEVANCE 4

Affinity + Overlap

Both combined in one figure: what is distinctive and big enough to matter. It ranks every data point for your audience.

HOW IT WORKS

Build the exact audience *you need.*

01 Large data pool
Behaviour across search, social, video, audio, media and locations, for brands, events, people, media titles and topics.

02 Define the logic
Combine data points with AND, OR and NOT. Your own segments become Rascasse audiences as a standard process.

03 Tailored audience
A 360° profile with up to 250,000 data points, live in 24 hours, comparable across markets.

EXAMPLE AUDIENCES

CONSUMER · PREMIUM & AFFLUENT

AND	Private banking
AND	Loro Piana
AND	Luxury hotels
OR	Luxury watches
NOT	Budget carriers

SPORT · TENNIS PLAYERS

OR	Tennis rackets
OR	Tennis clubs
OR	Tennis lessons
AND	Tennis shoes
NOT	Tennis betting

B2B · ARCHITECTS

OR	CAD and BIM software
OR	Architecture trade media
OR	Building standards
AND	Architecture competitions
NOT	Interior inspiration

THE RASCASSE SOLUTION

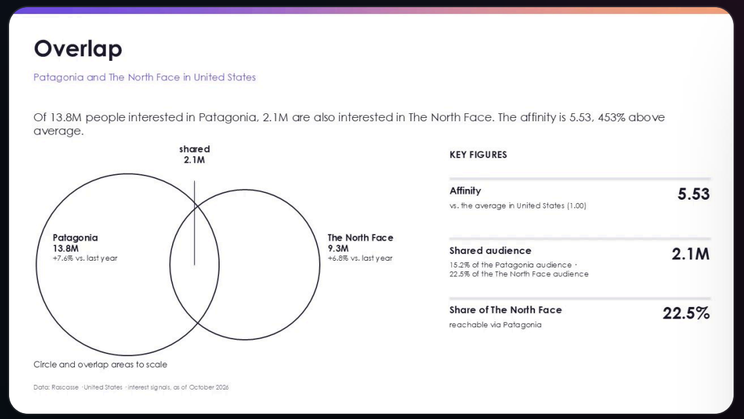
Analyse it, *then take it with you.*

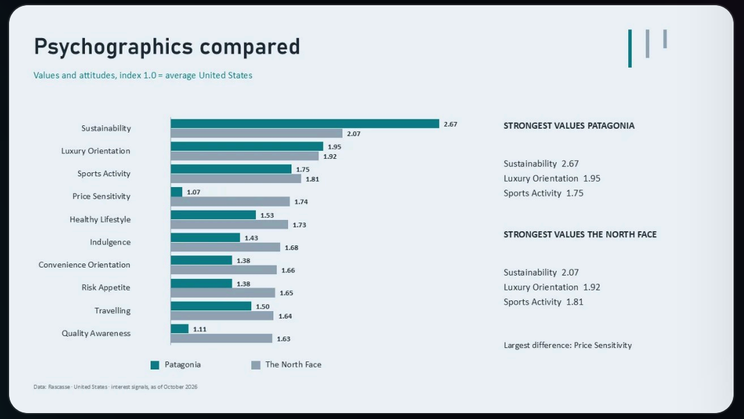
PowerPoint
Every chart as a slide in your own template.

Excel
The data behind every chart.

MCP
Ask in your own words in Claude, ChatGPT, Microsoft Copilot and Gemini, as part of your agreement.

API
Pull the data into your own systems, dashboards and models.





Charts straight into PowerPoint. Two example templates. Your own template works the same way.

Claude with Rascasse connected

Which brands that already sponsor in motorsport would fit Borussia Dortmund fans in North Rhine-Westphalia?

`rascasse · find_sponsorship_partners  133 brands with motorsport deals checked`

Five brands with current motorsport sponsorships fit your fans best:

Brand	Score	Affinity	Sponsors in
Indeed	64	1.16×	Formula 1
ADAC	61	1.53×	DTM
Amazon	60	1.20×	Formula 1
Adidas	60	1.36×	Formula 1
BYD	60	1.32×	Venue

BYD stands out: its audience grew 60 % year on year.

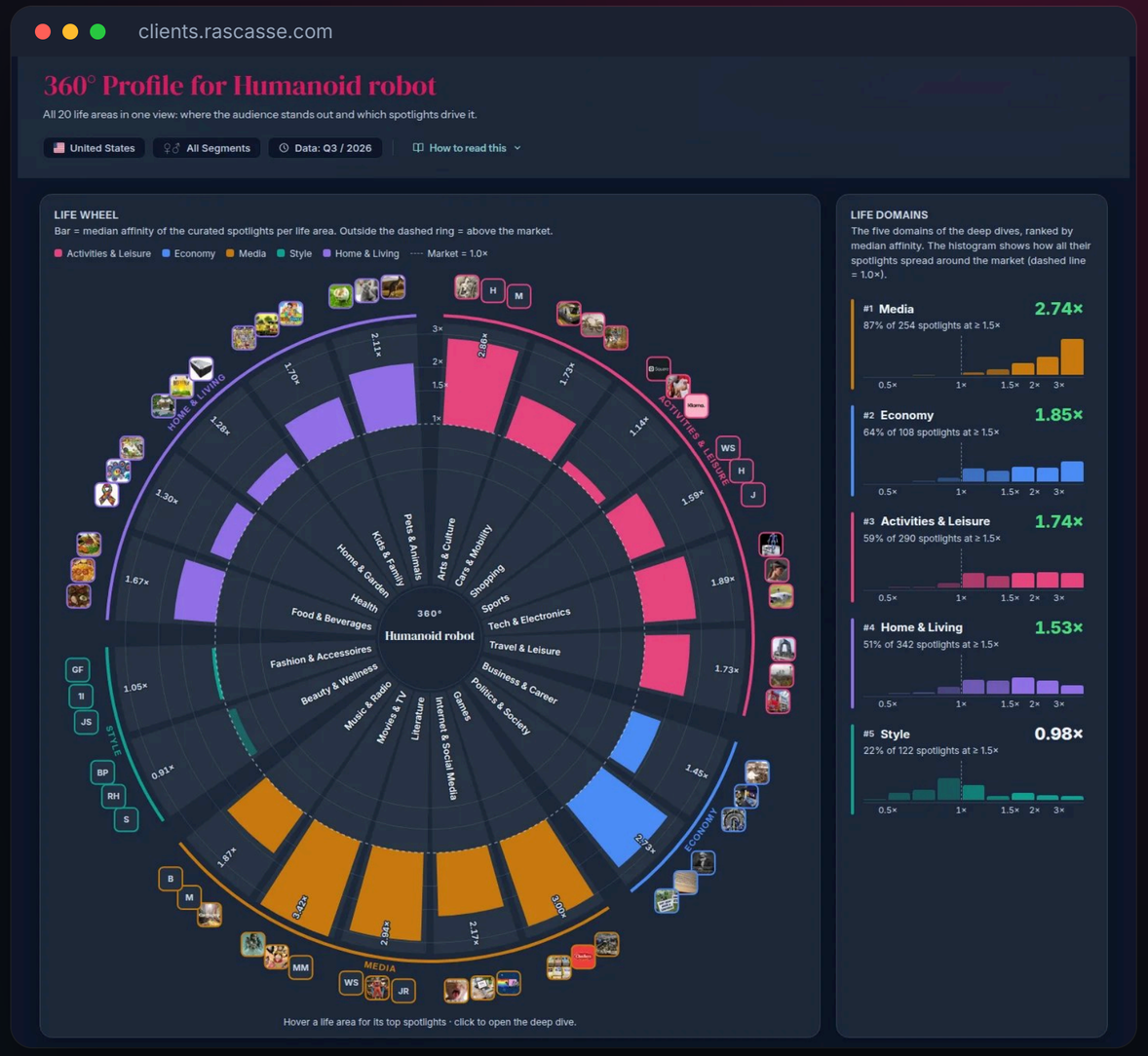
The same data in your AI assistant. Example in Claude via MCP.

INSIDE RASCASSE ANALYTICS

Know your audience *in every part of their lives.*

The 360° Profile shows 20 life areas in one view: what they like to eat, which music they listen to, where they want to travel, how they live at home. For any audience: a brand, a club, an artist, a topic or a niche like B2B decision makers.

- Up to 500,000 data points per audience
- 20 life areas, from media and sports to home and family
- Regions, cities and postal codes, where available
- Comparable across 200+ countries



360° Profile for the Humanoid robot audience in the United States · data Q3/2026

USE CASES

31 use cases *in 8 fields.*

Audience Intelligence

Understand who your audience is and what drives it.

- Audience Profiling
- Advanced Demographics
- Audience Fact Sheet
- Segmentation & Personas
- Benchmarking & Head-to-Head

Markets & Locations

Size markets, enter new ones and plan where to be.

- Market Sizing & Potential
- International Expansion
- Location Planning
- Venue & Matchday
- Matchday OOH
- Local Targeting & OOH

Brand & Market Share

Track your brand and your share against competitors.

- Share of Search & Market Share
- Competitive Intelligence
- Digital Footprint
- Cultural Relevance

Trends & Content

See what is rising and what your audience engages with.

- Trend Detection
- Content Strategy & Formats
- Seasonality & Timing

Media & Activation

Reach your audience in the right media and channels.

- Media Planning
- Paid Social & Programmatic

Talent & Creators

Find and value the right people for your brand.

- Talent & Creator Matching
- Talent Scouting & A&R
- Athlete & Player Value

Sponsorship & Partnerships

Find, pitch, activate and prove partnerships.

- Sponsorship Matching & Pitch
- Sponsorship Activation
- Sponsorship Impact
- Brand Partnerships & Co-Branding

Live, Events & Tickets

Plan tours, programme venues and sell tickets.

- Tour Planning
- Event & Venue Programming
- Ticket Sales
- Hospitality & Premium Sales

For brands and sponsors, agencies, media and publishers, rights holders and live entertainment. All use cases in detail: rascasse.com/use-cases

HOW TO WORK WITH US

Use it yourself, *or let us answer it.*

DO IT YOURSELF

Rascasse Solution

Direct access to Rascasse Analytics with Sponsorship Discovery, and to Rascasse Directory. With onboarding, training and working sessions.

Annual fee per market or region, plus users. Own audiences as credits: one audience in one country.

DONE FOR YOU

Reports

For teams without their own analysts. Findings, a clear recommendation and the data behind it, presented to the people who decide.

Annual fee for a fixed delivery, or a fixed price for a single report.

RECOMMENDED START

Proof Case

- One question, one market
- Up to three audiences
- Three weeks, fixed price
- 45-minute results session with the budget owner
- Credited against the Annual fee

LET'S TALK

Bring one question. *Leave with an answer.*

A 45-minute session with the founders, prepared with your own teams, markets and partners. Free and without obligation.

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RR **Ralf Rattay**
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