

AUDIENCE INTELLIGENCE · 200+ COUNTRIES

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

Rascasse reads 500,000+ data points of real digital behaviour to show who your audience is, what else they love, which media they use and where they live, down to postal code where available.

Pitch deck · October 2026 · rascasse.com

THE PROBLEM

Most audience decisions still rest on *what people say*.

01

What people say

Surveys capture what sounds good. Decisions need what people actually do.

02

Weeks and months

A new study takes a quarter. The decision is due next week.

03

Country by country

Every new market means a new study, a new method and a new price.

04

Hard to prove

Finance asks what media and sponsorship delivered. Impressions are not an answer.

“People lie in surveys. Not to their browser.”

What people do, *measured at scale.*



6 billion

people behind the
signals, worldwide



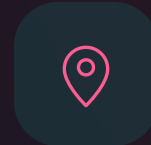
500K+

unique data points:
brands, media, people,
events, topics



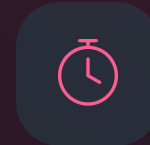
200+

countries, one method



200K+

locations, down to postal
code



24h

until a new audience is
live

Quarterly updates

with 4 to 10+ years of history

**50,000+ brands, 100,000+ media
channels**

a new brand in 2 hours

Not surveys

AI-based analysis of aggregated digital
behaviour signals

SELECTED CLIENTS

Brands, agencies, media *and rights holders.*



HOW IT WORKS

Build the exact audience *you need.*

01

Large data pool

Search, follow, watch, listen and visit signals across brands, media, people, events, places and topics.

02

Define the logic

Combine objects with AND, OR and NOT: any audience you can describe, including your own segments.

03

Tailored audience

A 360° profile with 100,000+ data points, live in 24 hours, comparable in every market.

EXAMPLE AUDIENCE · PREMIUM & AFFLUENT

AND Private banking

AND Loro Piana

AND Luxury hotels

OR Luxury watches

NOT Budget carriers

No surveys

No cookies

No personal data

No CRM data needed

GDPR compliant by design

26 questions Rascasse answers, *in eight areas.*

**Audience Intelligence**

Audience Profiling
Who is our audience, beyond the obvious?

Segmentation & Personas
Core fans or casual fans, women, Gen Z, premium buyers: who exactly, and do our segments hold up?

Cultural Relevance
Which values and milieus shape our audience, and how culturally relevant are we?

Benchmarking & Head-to-Head
How does our audience differ from others, and from country to country?

**Markets & Locations**

Market Sizing & Potential
How big is a market or an audience, really?

International Expansion
Where abroad is the demand, and which market should we enter next?

Location Planning
Where should we open, play or host?

Local Targeting & OOH
Where does our audience live, by postal code and drive time, and where do we put our posters?

**Brand & Market Share**

Share of Search & Market Share
How is our share of demand developing against competitors?

Competitive Intelligence
Where do our audiences overlap with our competitors' audiences?

**Trends & Content**

Trend Detection
Which topics are rising, where, and with whom first?

Content Strategy & Formats
Which content and formats reach our audience?

Seasonality & Timing
When is interest highest, and when should we be live?

**Media & Activation**

Media Planning
Which media, podcasts, channels and titles does our audience use?

Paid Social & Programmatic
Which interests and keywords should we book on Meta, TikTok and programmatic?

**Talent & Creators**

Talent & Creator Matching
Which creator, artist or athlete fits our brand and our audience?

Talent Scouting & A&R
Who is rising right now, before everyone else sees it?

Athlete & Player Value
What reach does a player or athlete bring, and in which market?

**Sponsorship & Partnerships**

Sponsorship Matching & Pitch
Which brands have the strongest reason to sponsor us, or which property should we sponsor, and how do we make the case?

Sponsorship Activation
How do we activate a partnership: shared interests, themes, creators, channels and places?

Sponsorship Impact
Did the sponsorship work: search, match day, followers?

Brand Partnerships & Co-Branding
Which brand complements ours, beyond sport?

**Live, Events & Tickets**

Tour Planning
In which city and which venue will an artist sell tickets?

Event & Venue Programming
Which artists and events draw a crowd in our market?

Ticket Sales
Who buys tickets, where do they live, how do we reach them, with which partners and bundles?

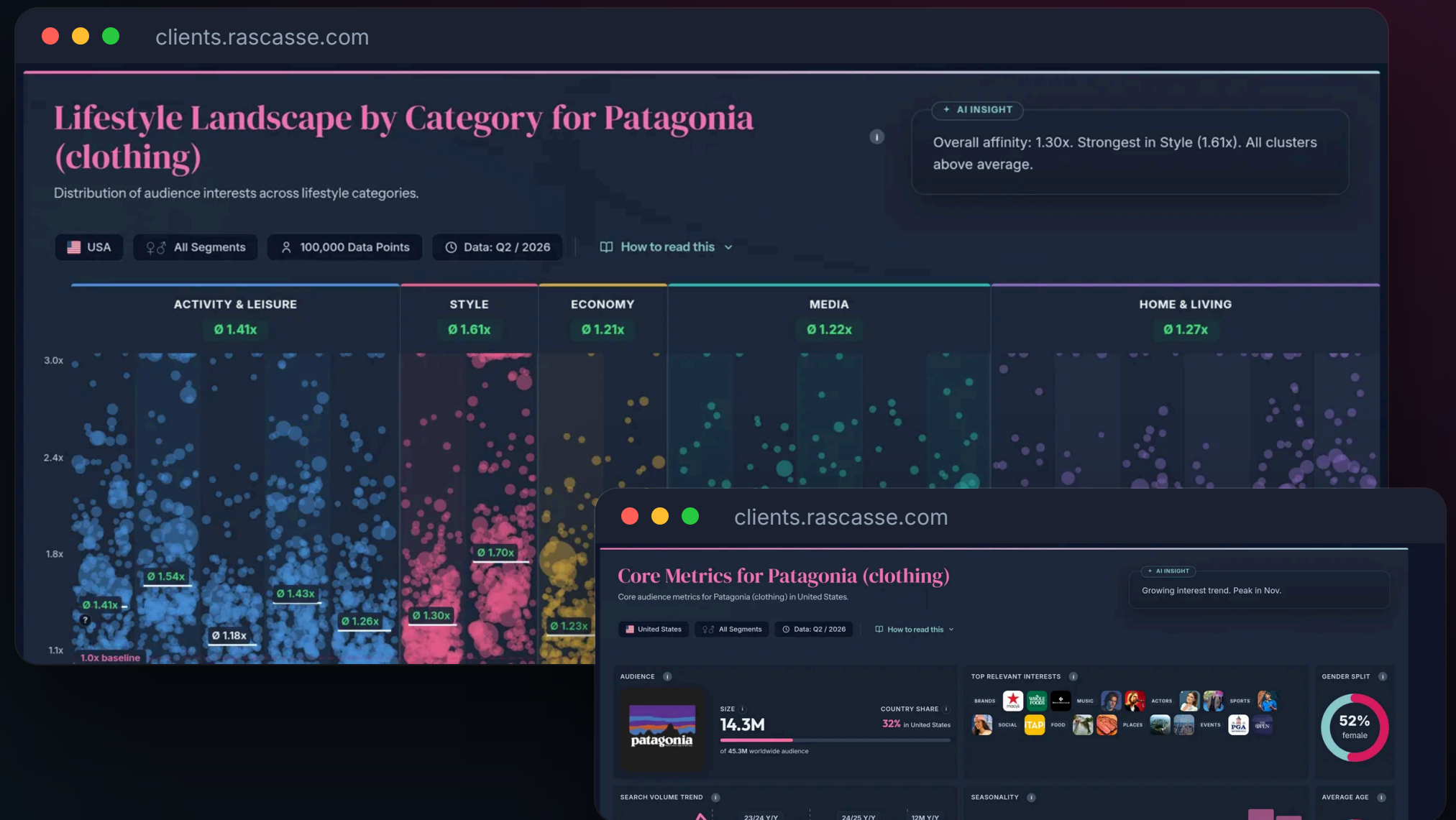
Hospitality & Premium Sales
Who buys boxes and VIP packages, where are these companies and people, and which partners do we bundle with?

INSIDE THE RASCASSE SOLUTION

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

Interests, brands, media, people, places and values in one profile. Any audience: a brand, a club, an artist, a topic or a niche like B2B buyers.

- ✓ 100,000+ data points per audience
- ✓ Lifestyle landscape, psychographics, demographics
- ✓ Regions, cities and postal codes, where available
- ✓ Comparable across 200+ countries



EXAMPLE · SPONSORSHIP MATCHING

Find the brands with
*the strongest reason
to sponsor you.*

Every brand ranked by fit with your fans: affinity, overlap, market share, growth and seasonality in one Sponsorship Score.

Proven fit

a strong connection that already exists

Untapped potential

the category fits, the brand is still small

- ✓ 50,000+ brands, new ones within 2 hours
- ✓ 31,000+ sponsorship deals as a filter
- ✓ Overlap charts ready for the pitch

Partner Discovery

Find optimal sponsorship partners based on audience affinity, overlap, and growth potential.

SCOPE

Select one

Global Brand

Identify brands with a strong presence across multiple countries or markets.

National Brand

Find brands with strong visibility and reach within a single national market.

Regional Brand

Focus on brands with strong relevance and visibility in a specific region.

INTENT

Combine multiple

Existing Sponsor

NEW

Show brands that already sponsor, in general or in selected fields such as soccer or music.

Seasonal Activation

Find brands that peak in specific months.

Endemic Partner

Focus on brands that naturally align with the property's core theme or ecosystem.

Non-Endemic Opportunity

Explore unexpected but relevant partners outside the core category.

High-Affinity

Focus on brands that show an above-average affinity with the selected audience.

Growth Partner

Discover brands currently experiencing strong growth momentum.

clients.rascasse.com

Sponsorship Partners
Discovery for Borussia Dortmund

Identify best-fit brands for sponsorships based on audience overlap, market presence and growth potential.

Germany

All Segments

Data: Q2 / 2026

How to read this

CURRENT SELECTION

12603

MATCHING PARTNERS

44

Ø SPONSORSHIP SCORE

603

HIGH AFFINITY >1.5x

4630

GROWING BRANDS

0

★ FAVORITES

0

× HIDDEN

Default sorting: Sponsorship Score

Search brands...

All Categories

All Types

All Subtypes

FILTER

BRAND NAME & TYPE	AFFINITY	OVERLAP	COUNTRY SHARE	REGIONAL STRENGTH	SEASONALITY MATCH	YOY GROWTH	SPONSORSHIP SCORE	ACTION
coolblue Coolblue Shopping · Electronics	2.05x	802K	16.3%	Select via Partner Strategies	Select via Partner Strategies	+43%	84	Fav Overl Hide Profile
unisport Unisport Shopping · Sponsor	2.25x	656K	19.1%	Select via Partner Strategies	Select via Partner Strategies	+28%	84	Fav Overl Hide Profile
teamviewer TeamViewer Technology & Electronics · C	2.45x	685K	6.3%	Select via Partner Strategies	Select via Partner Strategies	-1%	83	Fav Overl Hide Profile
sonepar Sonepar Shopping	2.49x	539K	19.4%	Select via Partner Strategies	Select via Partner Strategies	-4%	82	Fav Overl Hide Profile
fohlen-shop FohlenShop Shopping	3.26x	119K	95.6%	Select via Partner Strategies	Select via Partner Strategies	+12%	82	Fav Overl Hide Profile
targobank Targobank Business & Career · Bank	1.91x	3.1M	94.6%	Select via Partner Strategies	Select via Partner Strategies	-12%	81	Fav Overl Hide Profile
eurowings Eurowings Travel & Leisure · Airline	1.61x	3.7M	67.7%	Select via Partner Strategies	Select via Partner Strategies	+4%	80	Fav Overl Hide Profile

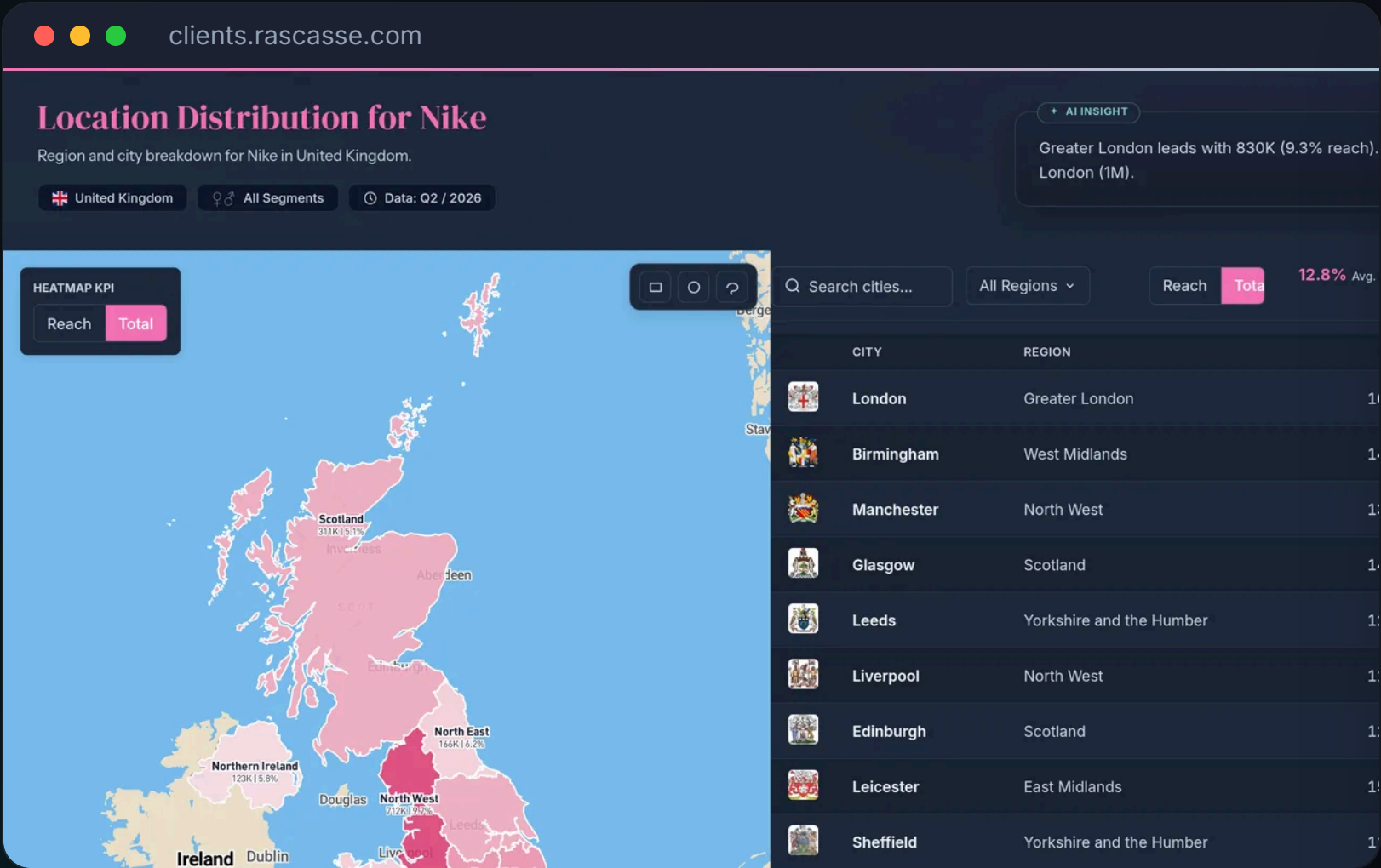
Rascasse

Audience intelligence from real behaviour

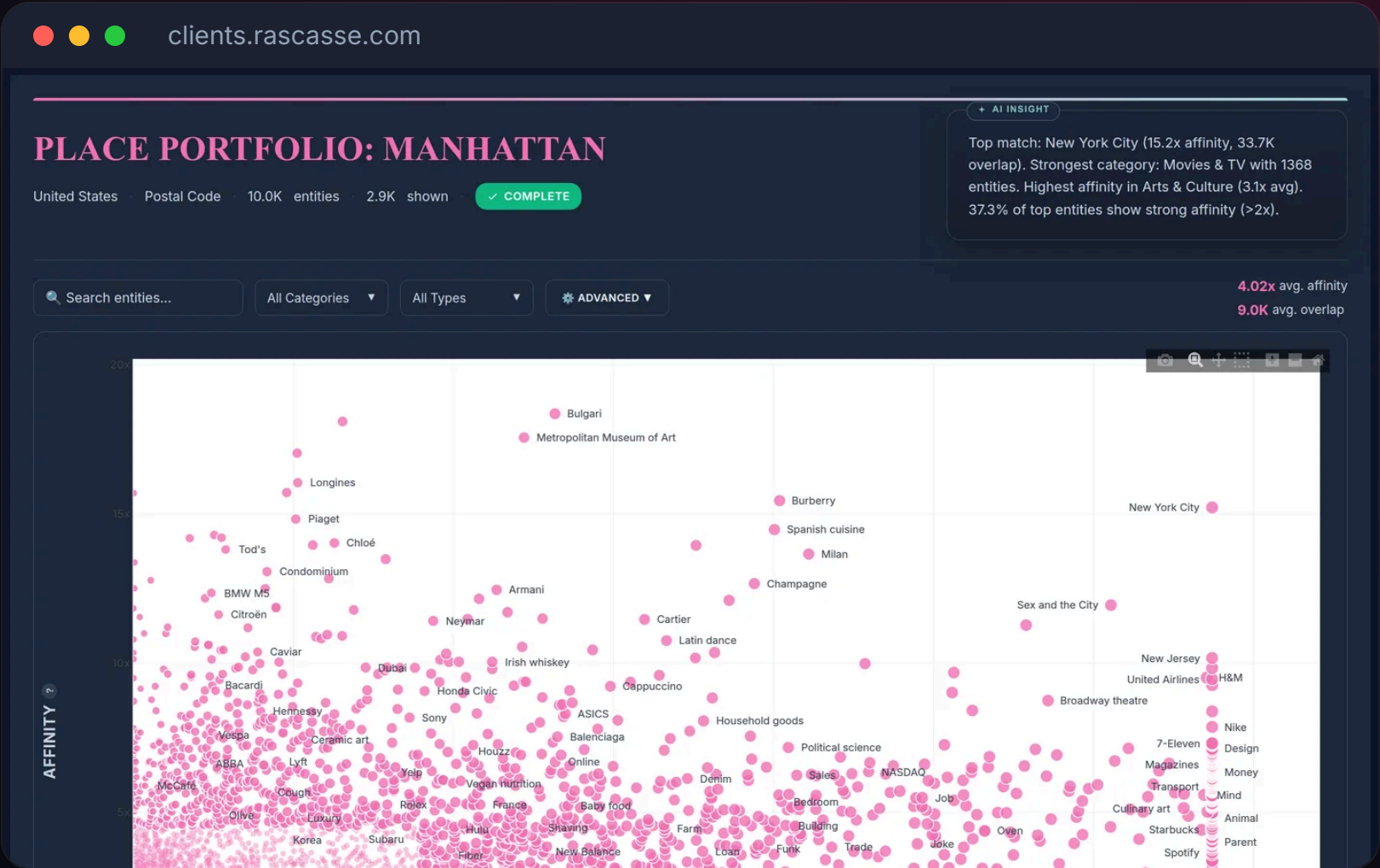
08 / 12

EXAMPLE · MARKETS AND LOCATIONS

From country *to postal code.*



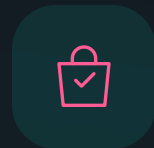
Market sizing. Demand by region and city, against competitors, up to ten years back.



Location planning and OOH. Up to 10,000 data points per postal code: who lives there and what they love.

BUILT FOR THE WAY YOU WORK

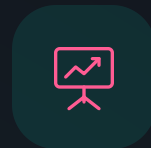
One source. *Five ways to use it.*



Brands & Sponsors

Marketing, brand and sponsorship teams

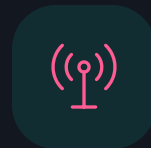
Choose the right partners, media and markets, and prove what your spend achieved.



Agencies

Media, creative, research and sponsorship agencies

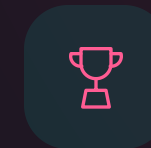
Win pitches and deliver client work with behavioural audience data, including our Pitch Service.



Media & Publishers

Broadcasters, streamers and publishers

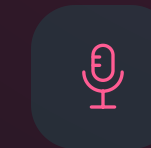
Show advertisers and partners who your audience is, and what it is worth to them.



Rights Holders

Clubs, leagues, federations and events

Grow three revenue lines with one view of your fans: sponsorship, tickets and hospitality.



Live Entertainment

Promoters, venues, labels and artists

Plan tours, programme venues and sell more tickets in the right cities.

Also inside Claude and ChatGPT: ask in your own words through MCP, as part of your agreement.

HOW TO WORK WITH US

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

DO IT YOURSELF

Rascasse Solution

For teams with analysts and agencies.
Profiles, benchmarks, your own audiences
in full depth, exports and decks.

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

DONE FOR YOU

Insights 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
- ✓ Presented to the budget owner
- ✓ Credited against the Annual fee

LET'S TALK

Bring one question. *Leave with an answer.*

45 minutes with the founders, prepared with your own data, teams, markets and partners. Free and without obligation.

rascasse.com/contact · info@rascasse.com · +49 30 60989978-0



Sandra Kroeger
CEO & Co-Founder



Ralf Rattay
Co-Founder & Managing Director, Data & Product

Independent and 100% founder-owned. Rascasse GmbH, Gipsstraße 14, 10119 Berlin.