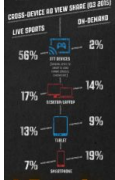


March Madness Marketing Stats & Viewership Trends

Editor's Note: With millions of viewers tuning in every year, [March Madness](#) is an incredible opportunity for [brands](#) to engage with consumers. From laptops, smartphones, and tablets, viewers are watching the games from multiple devices. That's why it's important for brands to understand how to effectively reach their audience across all platforms. Take a look at this infographic from [Koeppel Direct](#) to learn more about sports consumption methods, ad spending, and leading advertisers.

MARKETING MARCH MADNESS

AS MILLIONS
 LIVE WITH COMPUTERS TO TRACK CUSTOMER ENGAGEMENT TRENDS IN THE MARCH MADNESS



17.8M Total Ad Spend
 350M Total Ad Impressions

CHAMPIONSHIP GAME
 CHAMPION: 32.2M Ad Impressions

MOST WATCHED GAME
 DUKAKIS vs. LITTON
 CHAMPION: 18.7M Ad Impressions

