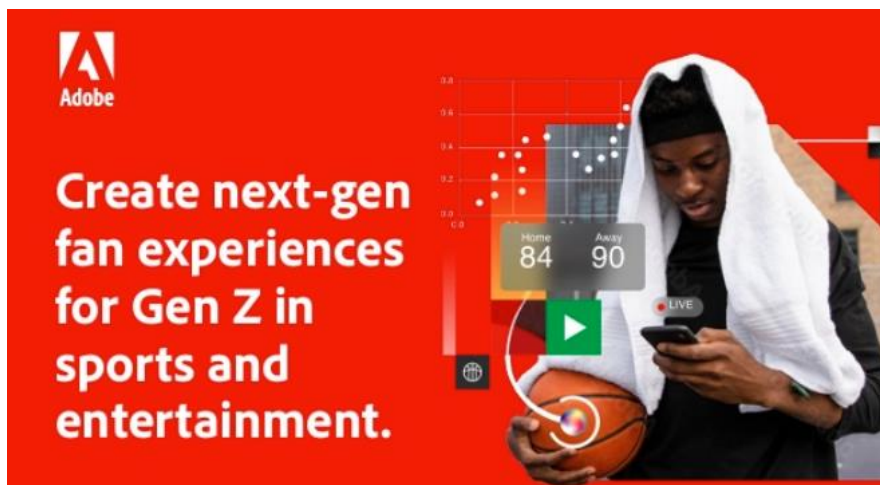




Be the MVP of tailored sports journeys.



In a recent study, 73% of Gen Z respondents said that Personalized sports content is important. But those same respondents also wanted minimal notifications. What should brands do?

Media and entertainment brands must make tailored customer journeys a winning game. Get tips on reaching Gen Z their way in our new infographic, [Create Next-Gen Fan Experiences for Gen Z in Sports and Entertainment](#).