

With the cancellation of in-person sports events and fans spending **greater amounts of time spent at home in front of screens**, many brands targeting pro sports audiences are shifting their focus and re-allocating budgets towards digital advertising. In the age of digital consumption, sports are also evolving to meet the requirements of their audiences: 11 million new consumers aged between 25 and 54 accessed the top five **digital sports platforms** between September 2019 and September 2020¹.

Did you know? Brands targeting Pro Sports audiences can optimise digital ad spending and influence buyers more effectively by integrating audiences segments built with powerful consumer attitudes and behaviours into their campaigns.

Download our Pro Sports audience playbook for a complete list of attitudes, personas, and profiles to reach your best future customers.



Connect with **Game Spectators**

Sample segments to reach this audience:

- Eyeota - Entertainment - TV viewership - Sports
- Eyeota - Sports - Interest - Events
- ComScore - Interest - Premium Sports Paid Subscription
- ComScore - Interest - TV Genre - Sports
- **NEW** Lifesight - Sports and Leisure - Location Visited - Stadium And Arenas



Connect with **Sports Fans**

Sample segments to reach this audience:

- Eyeota - Entertainment - Interest - Sports
- Eyeota - Entertainment - Interest - eSports
- Experian - Auto - Interest - Other - Sports
- **NEW** Lifesight - Sports - Interest - Sports Enthusiasts
- Roy Morgan - Media - Sports Reader



Connect with **Olympics Enthusiasts**

Sample segments to reach this audience:

- Eyeota - Sports - Interest - Events - Summer Olympics
- Eyeota - Sports - Interest - Events - Winter Olympics
- ComScore - Interest - Olympics Enthusiast - Combat Sports
- ComScore - Interest - Olympics Enthusiast - Extreme Sports
- ShareThis - Sports - World Sports Competitions - Olympics

Source: ¹ Nielsen, 2021.



Connect with **Sports Merchandise Spenders**

Sample segments to reach this audience:

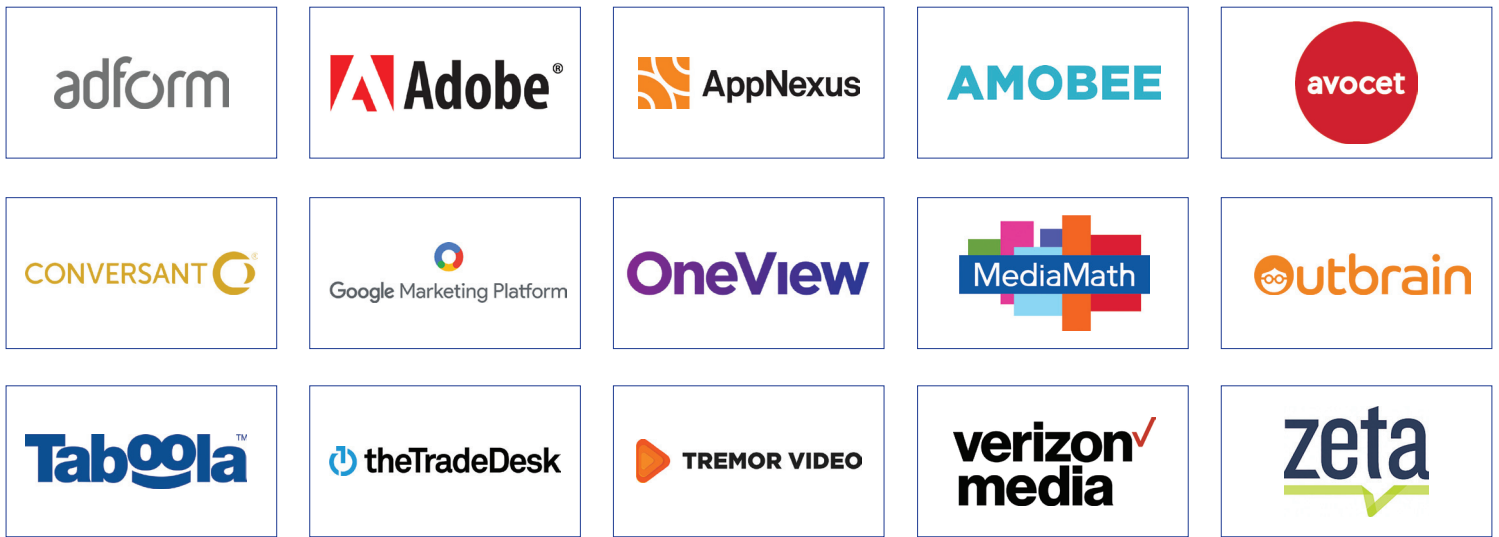
- Eyeota - Retail - Intent - Shopping - Sports and Outdoors
- Mastercard - Top Spending Geography - Sporting Goods Stores
- Affinity Answers - Intent - Retail - Sporting Goods - JD Sports
- Affinity Answers - Intent - Retail - Sporting Goods - Shimano MTB
- ShareThis - Intent - Shopping - Sports and Outdoors

Want more Pro Sports audience segments? [Click here](#) for our complete list of Pro Sports consumer-type segments, buyer personas and profiles.

Audience profiles sourced from premium **Branded Data Partners**



Demand Side Platforms



Data Management Platforms (available on request)



Social Networking Platforms (available on request)

The background of the advertisement features two small figures in business suits and helmets standing on a desert landscape. The Data Desk logo is in the top right corner. Below it, a text box contains contact information. At the bottom, there are two certification logos and a commitment statement.

datadesk

Ready to activate? Contact our dedicated team at datadesk@eyeota.com to find out more.

Commitment to Data Quality
Eyeota audiences are independently audited to provide confidence and reassurance to marketers of the quality, transparency and compliance of the data they are buying.

STANDARDS COMPLIANT
iab TECH LAB VERIFIED

CERTIFIED BY
Neutronian