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 2020.

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.

**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.
Demand Side Platforms

Data Management Platforms (available on request)

Social Networking Platforms (available on request)

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.