

As a result of the increased popularity of digital fitness wearables and personalized health tracking, the consumer fitness landscape has undergone a major digitalization<sup>1</sup>. With digital fitness emerging as a megatrend, it is more important than ever for brands and advertisers to reach and engage the right online health and fitness customers.

**Did you know?** Brands targeting health and fitness audiences can optimize digital ad spending and influence buyers more effectively by integrating audience segments built with powerful consumer attitudes and behaviours into their campaigns.

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



## Connect with **Workout Enthusiasts**

### Sample segments to reach this audience:

- Eyeota - Health and Fitness - Interest - Fitness
- Eyeota - Health and Fitness - Interest - Diet and Weight Loss
- Acxiom - Internet of Things - Wearables - Fitness Sensor Wearers
- Affinity Answers - Intent - Health & Fitness - Indoor Workout Programs
- Experian - Sociodemographic - Sociodemographic Profiles - Consumer Behavior - Workout from Home



## Connect with **Fitness Spenders**

### Sample segments to reach this audience:

- Eyeota - Retail - Intent - Shopping - Sports and Outdoors
- Acxiom - Internet of Things - Wearables - Fitness Sensor Wearers
- Data Axle - Consumer - Purchases - Diet & Weight Loss Products
- Epsilon - Transactional - Health And Wellness - Gyms And Fitness - Spend - Heavy Spenders
- Mastercard - Frequently Transacting Geography - Sporting Goods Stores



## Connect with **Gym-Goers**

### Sample segments to reach this audience:

- Acxiom - Ninth Decimal - Health and Fitness - Gym member - Crunch
- Data Axle - Consumer - Target Ready - Health and Fitness - Physical Fitness Clubs
- Epsilon - Transactional - Health And Wellness - Gyms And Fitness - Frequency - Moderate Frequency
- ShareThis - Beauty and Fitness - Fitness - Yoga and Pilates
- X-Mode - Intent - Likely to Purchase - Gyms and Fitness Centers

Sources: <sup>1</sup>eMarketer.



## Connect with **Diet and Weight Conscious Shoppers**

### Sample segments to reach this audience:

- Eyeota - Health and Fitness - Interest - Diet and Weight Loss
- Experian - Digital Audiences - Retail - Personal Care - Fitness Supplements
- Experian - Retail - Type - Personal Care - Fitness Supplements
- Gourmet Ads Data - Interest - Health - Dieting and Weight Loss
- Roy Morgan - Lifestyle - Fitness Enthusiasts



## Connect with **Fitness Content Consumers**

### Sample segments to reach this audience:

- Affinity Answers - Interest - Health & Fitness - Magazine Readers
- Affinity Answers - Interest - Health & Fitness - Video Channels
- ComScore - Interest - Premium Sports Paid Subscription
- ShareThis - Beauty and Fitness - Fitness - Fitness Instruction and Personal Training
- Ziff Davis - Ziff Davis - Interests - Entertainment - Genres - Sports

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

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



comscore



GDR  
Global Data Resources



GourmetAds™

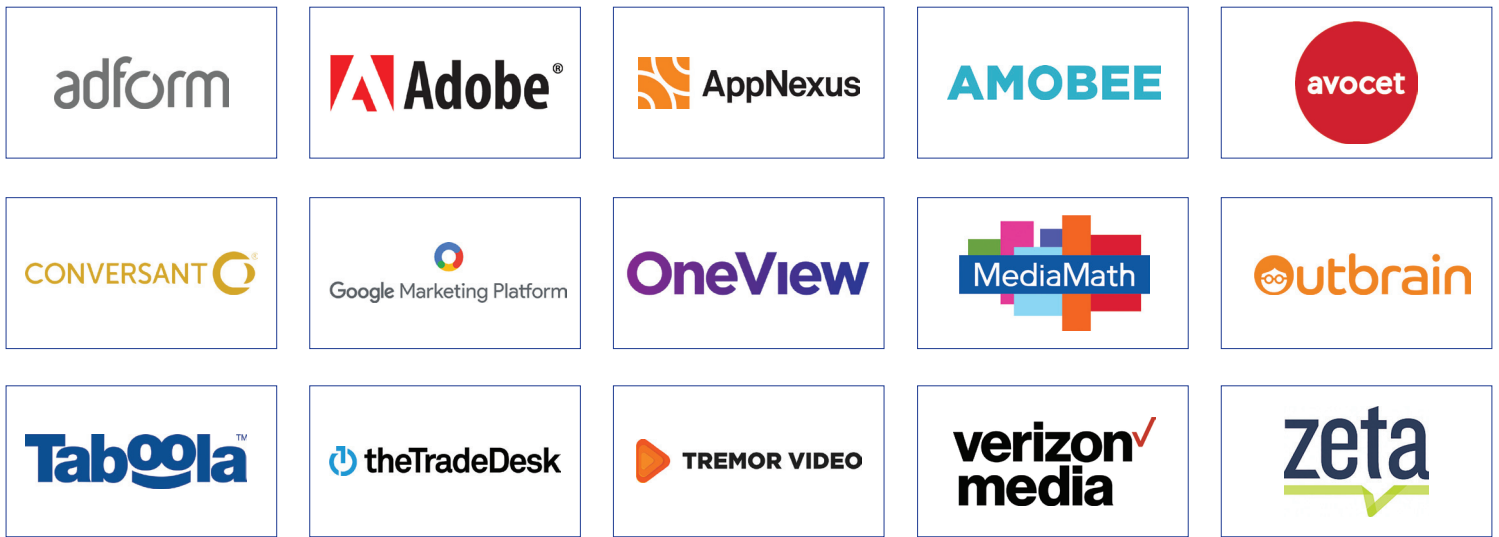
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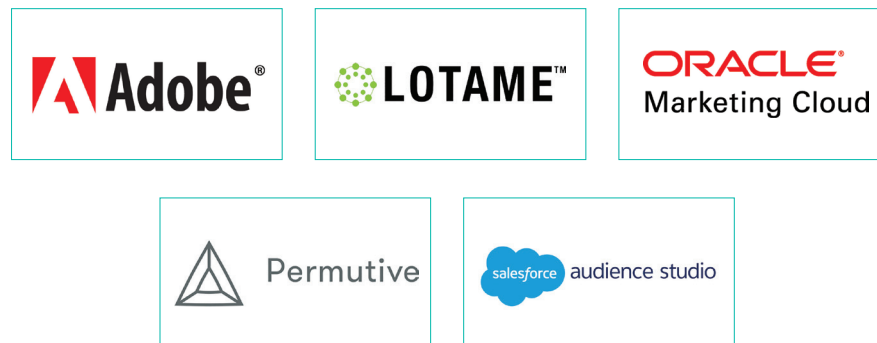
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## Demand Side Platforms



## Data Management Platforms (available on request)



Ready to activate? Contact our dedicated team at [datadesk@eyeota.com](mailto: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.