

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<sup>1</sup>.

**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
- Kantar - Sports and Leisure - Sports - Watching, Reading, Browsing - Water Sports / Activities



## Connect with **Sports Fans**

### Sample segments to reach this audience:

- Eyeota - Entertainment - Interest - Sports
- Eyeota - Entertainment - Interest - eSports
- DataXpand - Interest - Lifestyle - Sports Fans
- GDR - 09 Interests - Interested In: Sport Enthusiast
- Ziff Davis - Interests - Entertainment - Genres - Sports



## Connect with **Olympics Enthusiasts**

### Sample segments to reach this audience:

- Eyeota - Sports - Interest - Events - Summer Olympics
- Affinity Answers - Interest - Sports - Olympic Games 2020
- ComScore - Interest - Olympics Enthusiast - Extreme Sports
- EQ Data - Special Occasions - Olympic Fanatics
- ShareThis - Sports - World Sports Competitions - Olympics

Source: <sup>1</sup> Nielsen, 2021.



## Connect with **Sports Merchandise Spenders**

Sample segments to reach this audience:

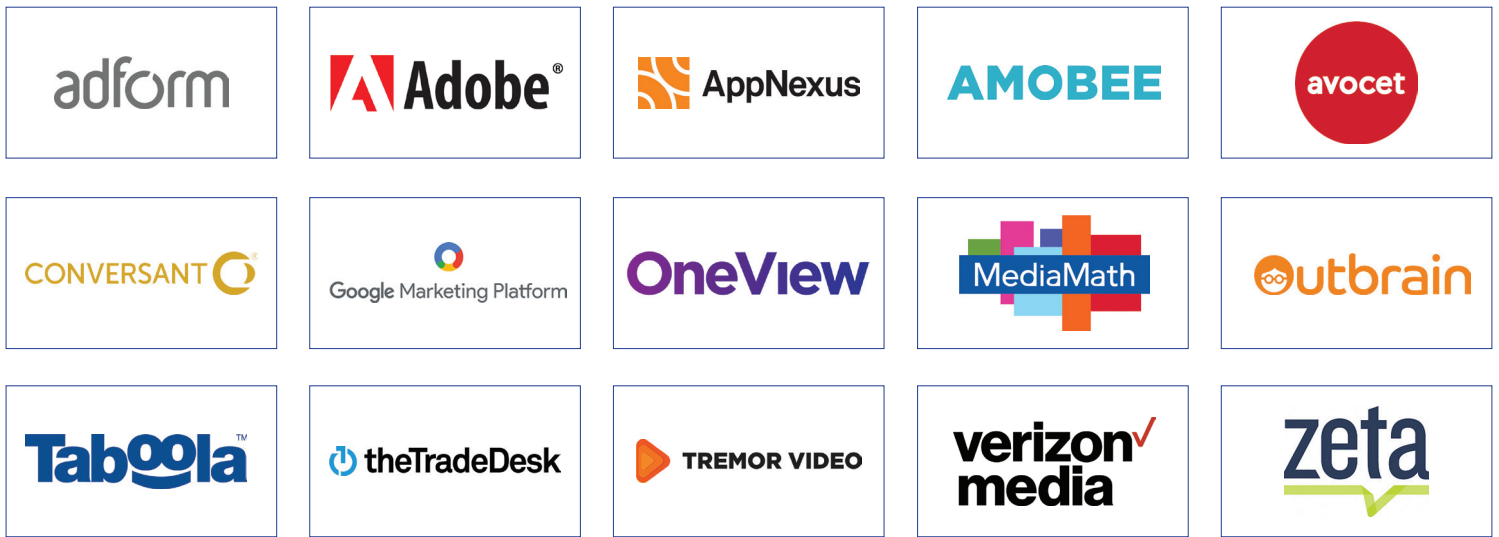
- Eyeota - Retail - Intent - Shopping - Sports and Outdoors
- Affinity Answers - Intent - Food & Beverage - Energy & Sports Drinks - Red bull
- GfK - Purchasing Power - Retail Product Lines - Sporting Goods - High
- Mastercard - Top Spending Geography - Professional Sports Teams
- Mastercard - Top Spending Geography - Sporting Goods Online

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

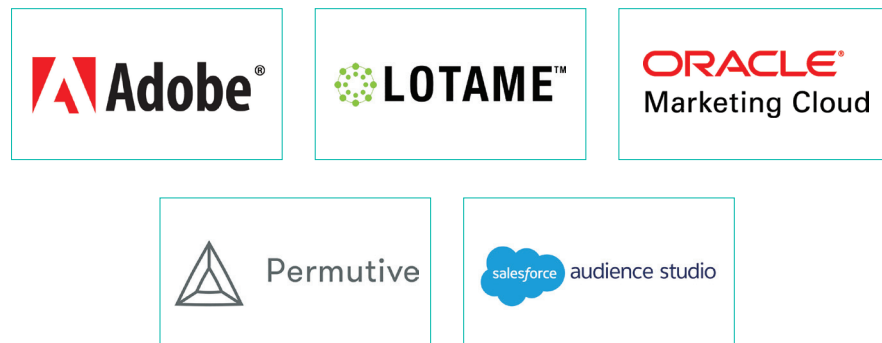
Audience profiles sourced from premium **Branded Data Partners**



## Demand Side Platforms



## Data Management Platforms (available on request)



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.