After most live sports events were cancelled or rescheduled last year due to the pandemic, 2021 is packed with major sports events: the Olympics, the UEFA Europa League and Wimbledon to name a few. In the age of digital consumption, sports are 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. With increasing competition in the Subscription Video on Demand landscape, it is more important than ever for digital advertisers to optimize digital ad spend and reach the right online audience.

Did you know? Brands targeting Big Sports audiences can engage with buyers more effectively by integrating audiences segments built with powerful consumer attitudes and behaviours into their campaigns.

Connect with Football League Fans

Sample segments to reach this audience:

- Eyeota - Sports - Interest - Football / Soccer - Champions League
- Eyeota - Sports - Interest - Football / Soccer - Premier League Football
- Affinity Answers - Interest - Sports - Football (Soccer) - Bundesliga
- YouGov - Current Customer - Sporting Events - Fifa Football World Cup
- YouGov - Current Customer - Sporting Events - The FA Cup

Connect with Sports Spenders

Sample segments to reach this audience:

- Eyeota - Retail - Intent - Shopping - Sports and Outdoors
- Affinity Answers - Intent - Retail - Sporting Goods - Decathlon
- Experian - Travel and Holidays - Activities or sport
- Mastercard - Frequently Transacting Geography - Professional Sports
- NEW Mastercard - Top Spending Geography - At Home Lifestyle - Gym and Sports Clubs

Connect with Major Sporting Event Followers

Sample segments to reach this audience:

- Eyeota - Sports - Interest - Events - FIFA World Cup
- NEW Sharethis - Custom - Olympics 2021
- NEW Sharethis - Custom - Euros 2021
- NEW Sharethis - Custom - Wimbledon
- YouGov - Current Customer - Sporting Events - Six Nations Rugby Championship

Source: ¹ Nielsen, 2021
Connect with **Fitness Enthusiasts**

Sample segments to reach this audience:
- Eyeota - Health and Fitness - Interest
- Affinity Answers - Interest - Health & Fitness - Magazine Readers
- EQ Data - Interests - Health and Fitness
- ShareThis - Beauty and Fitness - Fitness
- YouGov - Magazine Types Read - Health, Fitness

Connect with **Football Watchers**

Sample segments to reach this audience:
- Eyeota - Sports - Interest - Football / Soccer
- Bombora - B2C - Lifestyle - Sports Fans - Soccer
- Affinity Answers - Interest - Sports - Football (Soccer) - Bayern Munich
- Affinity Answers - Interest - Sports - Football (Soccer) - Chelsea FC
- Kantar - Sports Fans - Football Fans

Connect with **Consumers by Sports Interest**

Sample segments to reach this audience:
- Eyeota - Sports - Interest - Cycling
- Eyeota - Sports - Interest - Cricket
- EQ Data - Interests - Watersport
- Kantar - Sports Fans - Wimbledon Watchers
- ShareThis - Sports - Individual Sports - Gymnastics

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

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

© 2021 Eyeota All rights reserved. Eyeota, the Eyeota logotype, and other products and services of Eyeota, are trademarks, service marks, or registered trademarks of Eyeota. 0430 Part No. 20210430
Demand Side Platforms

Adform  Adobe  AppNexus  AMOBEE  Avocet

Conversant  Google Marketing Platform  OneView  MediaMath  Outbrain

Taboola  The Trade Desk  Tremor Video  Verizon Media  Zeta

Data Management Platforms (available on request)

Adobe  Lotame  Oracle Marketing Cloud

Permutive  Salesforce Audience Studio

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.