

With digital fitness becoming a megatrend, exponentially accelerated by the pandemic, mobile health and fitness app consumer spending increased by 20% in the US in 2020¹. At-home fitness companies spent more than \$280 million in advertising last year and spending is expected to increase exponentially in 2021 as a result of increased competition².

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: ¹eMarketer, 2021. Sources: ²eMarketer, 2021.



Connect with **Diet and Weight Conscious Shoppers**

Sample segments to reach this audience:

- Eyeota - Health and Fitness - Interest - Diet and Weight Loss
- 33Across - 33Across AudienceID - Health - Weight Loss
- Acxiom - CPG - Health and Personal Care - Likely Weight Management Brand - Atkins Diet
- Experian - Lifestyle and Interests - Health and Diet - Weight Conscious - Precision
- Gourmet Ads Data - Interest - Health - Dieting and Weight Loss



Connect with **Fitness Content Consumers**

Sample segments to reach this audience:

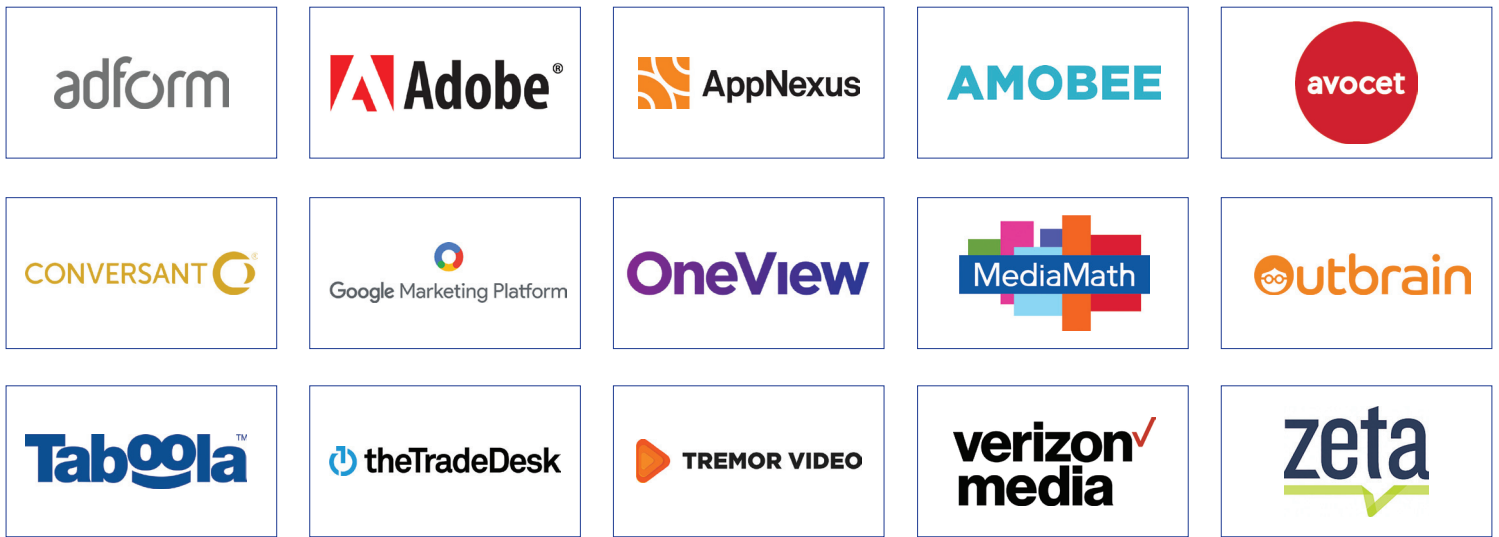
- Affinity Answers - Interest - Health & Fitness - Magazine Readers
- Adstra (formerly ALC) - Consumer - Interests - TV, Sports, Spectator
- Kantar - Health and Wellness - Online Activities - Watch Health and Fitness Videos Online
- ShareThis - Beauty and Fitness - Fitness - Fitness Instruction and Personal Training
- Wiland Ultimate - Intent to Subscribe - Sports News Mags

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**



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 in a desert landscape. The Data Desk logo is prominently displayed on the right side.

data desk

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.