

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. Viewers in the US are showing increased willingness to access sports via live streaming,¹ in fact 39% of adults worldwide follow sports via live streams rather than live TV.²

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
- Alliant - Interest Propensities - TV and Movies - Sports TV
- ComScore - Interest - Premium Sports Paid Subscription
- EyeSocial - Media - High Affinity - Television - Sports



Connect with Sports Fans

Sample segments to reach this audience:

- Eyeota - Entertainment - Interest - Sports
- Eyeota - Entertainment - Interest - eSports
- DataXpand - Interest - Lifestyle - Sports Fans
- ShareThis - Sports
- Ziff Davis - Interests - Entertainment - Genres - Sports



Connect with Olympics Enthusiasts

Sample segments to reach this audience:

- Eyeota - Sports - Interest - Events - Summer Olympics
- ComScore - Interest - Olympics Enthusiast - Extreme Sports
- ShareThis - Sports - World Sports Competitions - Olympics
- **NEW** Fyllo - Infused - Behavioral - Interest & Intent - Special Events - Winter Olympic Ice Hockey
- **NEW** Fyllo - Infused - Behavioral - Interest & Intent - Special Events - Olympic Sports

Source: ¹ eMarketer, 2021; ² eMarketer, 2021.



Connect with **Sports Merchandise Spenders**

Sample segments to reach this audience:

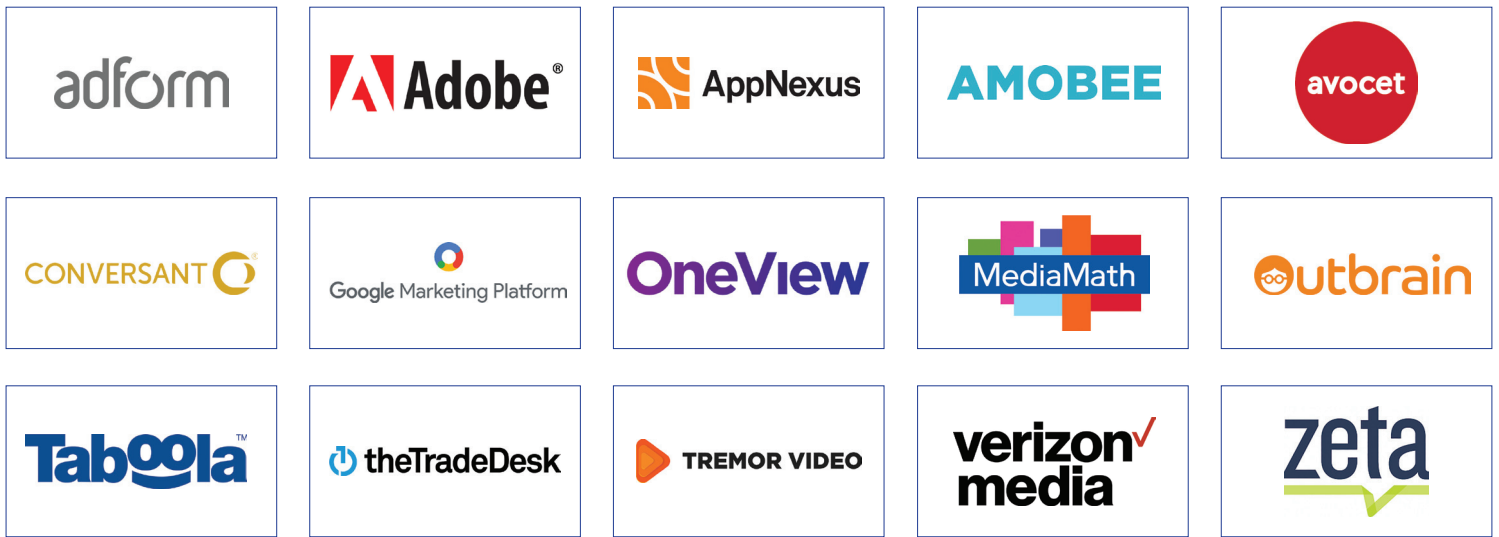
- Eyeota - Retail - Intent - Shopping - Sports and Outdoors
- Mastercard - Top Spending Geography - Professional Sports Teams
- Mastercard - Frequently Transacting Geography - Sporting Goods Stores
- SMS-INC - Shopping - Brand Intent - Food and Beverage - Sports Drinks - Gatorade
- **NEW** Wiland Ultimate - Intent to Subscribe - Sports News Mags

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)



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 in the top right, and the Eyeota logo is in the bottom left.

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.

STANDARDS COMPLIANT
iab TECH LAB VERIFIED

CERTIFIED BY
Neutronian