



How to Target

# Sports Event Audiences



Did you know? Digital is becoming the dominant channel for sports viewing. In the US alone, **digital live sports viewership** is forecast to increase from \$57.5 million in 2021 to \$90.7 million in 2025.<sup>1</sup>

Brands targeting Sports Events audiences **through online and mobile channels** can **optimize digital ad spending** and **influence buyers more effectively** by integrating audience segments built with powerful consumer attitudes and behaviours.

Source: <sup>1</sup>eMarketer

# Targeting **FIFA World Cup**

## Connect with **World Cup Fans**

- Eyeota - Sports - Interest - Events - FIFA World Cup
- Alliant - Interest Propensities - Activities and Interests - FIFA World Cup
- Fyllo - Infused - Behavioral - Interest & Intent - Special Events - FIFA World Cup
- Media Source Solutions - Interest - Location Based - World Cup Soccer Fans
- YouGov - Current Customer - Sporting Events - Fifa Football World Cup

## Connect with **Soccer Fans**

- Eyeota - Sports - Interest - Football / Soccer
- Affinity Answers - Interest - Sports - Football (Soccer) - Premier League
- Alliant - Products and Services Propensities - Soccer Fans: Propensity
- Bombora - B2C - B2C Interest - Sports Fans - Soccer
- Data Axle (fka Infogroup) - Consumer - Interests - Sport and Outdoor Activities - Team Sports - Soccer
- Epsilon - Sports - Soccer Fans - Highly Likely
- Experian (via geo) - Reach - Propensity Models - Hobbies and Interest - Sports - Plays Soccer
- Fyllo - Infused - Behavioral - Interest & Intent - Sports - American Soccer
- GDR - Kantar TGI 06 - Sport & Leisure Participation in Sports - Team Sports - Paid to watch at a venue - Football/Soccer Football/soccer
- RDA Research - Consumer Profiles - Interest - Sports - Soccer
- ShareThis - Sports - Team Sports - Soccer



# Targeting Sports Enthusiasts

## Connect with Consumers Interested in Sports

- Eyeota - Sports - Interest
- Eyeota - Entertainment - Interest - Sports
- Adstra (formerly ALC) - Consumer - Lifestyle & Interests - Interests - Sports
- Data Axle (fka Infogroup) - Consumer - Interests - Lifestyles - Sports Enthusiasts
- EQ Data - Interests - Sports
- Data Locator (DLG) - Lifestyle - Sports Enthusiasts
- GDR - Kantar TGI 09 - Online activity Topics browsed on internet - Regularly - Sport
- Lifesight - Sports - Interest - Sports Enthusiasts
- ShareThis - Seasonal - Summer - Sports Enthusiasts
- YouGov - General Interests - Sport

## Connect with Sporting Events Fans

- Eyeota - Sports - Interest - Events - FIFA World Cup
- Eyeota - Sports - Interest - Events - Rugby World Cup
- Eyeota - Sports - Interest - Events - Summer Olympics
- Eyeota - Sports - Interest - Events - Super Bowl
- Eyeota - Sports - Interest - Events - Winter Olympics
- Epsilon - Sports - Professional Sport Events Attendees - Highly Likely
- Fyllo - Infused - Behavioral - Interest & Intent - Entertainment - Sporting Events
- Mastercard - Top Spending Geography - Seasonal - Wimbledon Attendees
- Schober - Interest - Sports Event Visitors
- ShareThis - Arts and Entertainment - Events and Listings - Live Sporting Events
- TiVo - Genre Based - Live Sports Viewers
- Wiland Ultimate - Intent to Buy - Sports Tickets
- YouGov - Places to Visit in Spare Time - Sporting Events



# Targeting Sports Leagues

## Connect with Soccer League Watchers

- Eyeota - Sports - Interest - Football / Soccer - Champions League
- Alliant - Interest Propensities - Activities and Interests - FIFA World Cup
- Affinity Answers - Interest - Sports - Football (Soccer) - Premier League
- Media Source Solutions - Interest - Location Based - World Cup Soccer Fans
- YouGov - Current Customer - Sporting Events - Uefa Champions League

## Connect with Rugby League Viewers

- Eyeota - Sports - Interest - Events - Rugby World Cup
- Affinity Answers - Interest - Sports - National Rugby League (NRL)
- RDA Research - Consumer Profiles - Interest - Sports - Rugby League
- YouGov - Current Customer - Sporting Events - Six Nations Rugby Championship

## Connect with American Football League Fans

- Eyeota - Sports - Interest - American Football - NFL
- Eyeota - Entertainment - TV viewership - Sports - NFL Football
- Eyeota - Sports - Interest - American Football - NCAA
- 33Across - 33Across AudienceID - Sports - Football Fans NFL
- Stirista - Seasonal - Special Events - NFL Super Bowl

## Connect with Basketball League Audiences

- Eyeota - Entertainment - TV viewership - Sports - NBA Basketball
- Eyeota - Entertainment - TV viewership - Sports - WNBA Basketball
- Eyeota - Sports - Interest - Basketball - NCAA
- Data Axle (fka Infogroup) - Consumer - Interests - Sport and Outdoor Activities - Team Sports - Basketball - NBA



# Targeting Sports Goods Purchasers

## Connect with Buyers In-Market for Sporting Goods

- Eyeota - Retail - Intent - Shopping - Sports and Outdoors
- Affinity Answers - Intent - Retail - Sporting Goods - JD Sports
- Dun & Bradstreet - B2B Industry - Retail Trade - CPG - Sporting Goods and Hobby
- Experian - Mobile Location Models - Visits - Sporting Goods Shoppers
- Fyllo - Infused - Behavioral - Shopping & Buying - Sporting Goods Shoppers
- GfK - Purchasing Power - Sporting Goods, Hobbies and Recreation - High
- Mastercard - Frequently Transacting Geography - Sporting Goods Online
- Plunge Digital - Interest - General Interest - Shopping - Sporting Goods Location Visitor
- RDA Research - Household Demand - Intent - Recreation - Sports Equipment
- ShareThis - Sports - Sporting Goods
- Wiland Ultimate - Intent to Buy - Sporting Goods

## Connect with Sports Memorabilia Collectors

- Adstra (formerly ALC) - Consumer - Lifestyle & Interests - Collectors - Sports Memorabilia
- Compass Ventures - Interest - Collectibles Sports and Memorabilia
- Epsilon - Lifestyles And Interests - Sports Memorabilia Collectors
- Plunge Digital - Interest - Collectables - Sports Memorabilia
- ShareThis - Sports - Sporting Goods - Sports Memorabilia



# Targeting Fans by Sport

## Connect with Sports Fans by Discipline

- Eyeota - Sports - Interest - American Football
- Eyeota - Sports - Interest - Athletics / Track and Field
- Eyeota - Sports - Interest - Baseball
- Eyeota - Sports - Interest - Basketball
- Eyeota - Sports - Interest - Combat Sports - Boxing
- Eyeota - Sports - Interest - Combat Sports - Fencing
- Eyeota - Sports - Interest - Combat Sports - Martial Arts
- Eyeota - Sports - Interest - Cricket
- Eyeota - Sports - Interest - Cycling
- Eyeota - Sports - Interest - Football / Soccer
- Eyeota - Sports - Interest - Golf
- Eyeota - Sports - Interest - Hiking / Camping
- Eyeota - Sports - Interest - Horse Racing
- Eyeota - Sports - Interest - Ice Hockey
- Eyeota - Sports - Interest - Indoor Sports - Badminton
- Eyeota - Sports - Interest - Indoor Sports - Bowling
- Eyeota - Sports - Interest - Indoor Sports - Netball
- Eyeota - Sports - Interest - Indoor Sports - Table Tennis / Ping Pong
- Eyeota - Sports - Interest - Indoor Sports - Volleyball
- Eyeota - Sports - Interest - Motorsport
- Eyeota - Sports - Interest - Rugby
- Eyeota - Sports - Interest - Running
- Eyeota - Sports - Interest - Tennis
- Eyeota - Sports - Interest - Water Sports - Boating
- Eyeota - Sports - Interest - Water Sports - Canoeing
- Eyeota - Sports - Interest - Water Sports - Diving
- Eyeota - Sports - Interest - Water Sports - Fishing
- Eyeota - Sports - Interest - Water Sports - Sailing / Yachting
- Eyeota - Sports - Interest - Water Sports - Surfing
- Eyeota - Sports - Interest - Water Sports - Swimming
- Eyeota - Sports - Interest - Winter Sports - Skiing and Snowboarding



# Sports Events audience profiles sourced from premium **Branded Data Partners**



# Activate **Sports Event** Audiences for Your Campaign!

Sports Event Audiences are available through Eyeota's Partner Network of leading DSPs, SSPs, DMPs and social platforms for digital campaign activation.

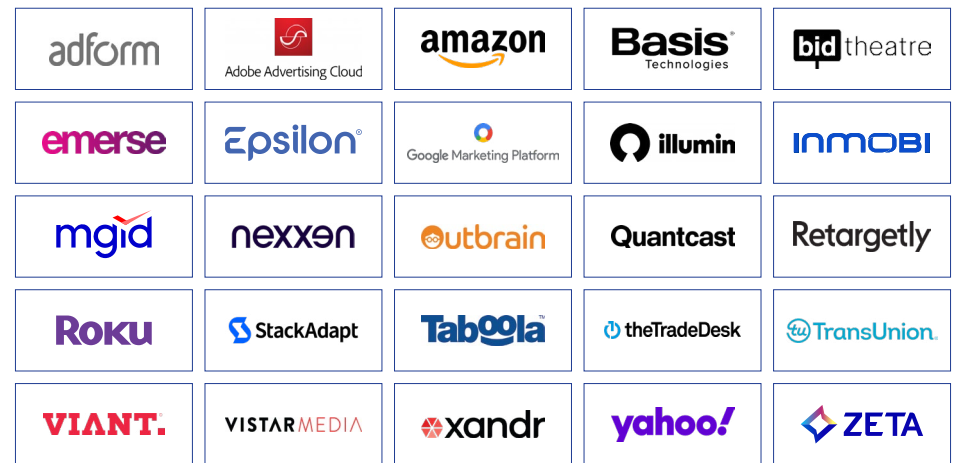


Connect with our Audience Specialists for support.

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## Demand Side Platforms



## Supply Side Platforms



## Data Management Platforms



## Social Networking Platforms



**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.