

# Sports audiences



This summer's games in Paris represent an extraordinary opportunity to connect with sports audiences on a global scale. As we anticipate this momentous event that happens once every four years, it's clear that the passion and excitement surrounding sports are more vibrant than ever. With [one billion viewers](#) expected to tune in, now is the time to take advantage of the fervor of sports fans and tailor your strategies to resonate with this audience<sup>1</sup>.

Experian's syndicated audiences are available for activation on-the-shelf of most major platforms. When you choose Experian, you gain access to:

- Data accuracy [ranked #1](#) by Truthset
- 2,400+ audiences across 15 verticals
- 30+ activation platforms and distribution to 200+ media [platforms](#)

Here are a few Experian audiences that we recommend adding to your sports advertising campaigns. For a full list of Experian's syndicated audiences and activation destinations, download our [syndicated audiences guide](#).

## Sports fans

[Lifestyle and Interests \(Affinity\) > Activities and Entertainment >](#)

These segments contain consumers who are likely to be enthusiasts of the following sports:

- MLB Enthusiasts
- NASCAR Enthusiast
- NBA Enthusiasts
- NFL Enthusiasts
- NHL Enthusiasts
- PGA Tour Enthusiasts

[Travel Intent > Activities > Professional Sports Event](#)

This segment contains consumers who travel to see professional sports events.

For example, if you want to run a digital out-of-home campaign in key international markets, [WorldView data](#) can identify areas with the highest traffic of your target audience. These segments can then be activated in your target markets.

**NEW!** [Retail Shoppers: Purchase Based > Sporting Goods, Apparel > Pickleball Enthusiast](#)

This segment contains consumers who are likely to be pickleball enthusiasts.

**NEW!** [Retail Shoppers: Purchase Based > Outdoor Activities > Wilderness Sports and Camping Enthusiasts](#)

This segment contains consumers who are likely to be wilderness sports and camping enthusiasts.

Footnote

1. How can brands effectively reach the Olympic audience with connected TV advertising? *The Drum*. April 23, 2024.



## Sports spectators

### [Lifestyle and Interests \(Affinity\) > Sports \(FLA / Fair Lending Friendly\)<sup>2</sup> >](#)

These segments contain consumers who are likely interested in these specific sports based on their internet activity in the last 90 days:

- Baseball (FLA / Fair Lending Friendly)
- Football (FLA / Fair Lending Friendly)
- Pro Basketball (FLA / Fair Lending Friendly)

### [Mobile Location Models > Visits >](#)

These segments contain consumers who are likely to visit the following types of sports venues:

- College Sport Venues
- NFL Stadium Visitors
- University Stadium College Football Visitor
- MLB Stadium Visitors

2. "Fair Lending Friendly" indicates data fields that Experian has made available without use of certain demographic attributes that may increase the likelihood of discriminatory practices prohibited by the Fair Housing Act ("FHA") and Equal Credit Opportunity Act ("ECOA"). These excluded attributes include, but may not be limited to, race, color, religion, national origin, sex, marital status, age, disability, handicap, family status, ancestry, sexual orientation, unfavorable military discharge, and gender. Experian's provision of Fair Lending Friendly indicators does not constitute legal advice or otherwise assure your compliance with the FHA, ECOA, or any other applicable laws. Clients should seek legal advice with respect to your use of data in connection with lending decisions or application and compliance with applicable laws.



## Sporting goods shoppers

### [NEW! Retail Shoppers: Purchase Based > Sporting Goods, Apparel > Athleisure Sportswear Apparel](#)

This segment contains consumers who purchase "athleisure" (sporty, casual fitness apparel).

### [Retail Shoppers: Purchase Based > Apparel > Women's Activewear / Yoga:](#)

These segments contain consumers who are likely high spenders at women's activewear/yoga stores (e.g. Lululemon, Athleta).

- Online High Spenders
- In Store High Spenders

### [Retail Shoppers: Purchase Based > Apparel > Men's Apparel \(Clothing\): Men's Activewear: High Spenders](#)

This segment contains consumers who are likely high spenders at men's activewear stores (e.g. Nike, Under Armour, Adidas).

### [Retail Shoppers: Purchase Based > Apparel > Footwear \(Shoes\): Athletic Footwear: High Spenders](#)

This segment contains consumers who are likely high spenders at athletic footwear stores (e.g. Nike, Under Armour, Adidas).

### [Retail Shoppers: Purchase Based > Sporting Goods, Apparel > Golf Equipment, Apparel, Entertainment Frequent Spenders](#)

This segment contains consumers who are likely frequent spenders at golf stores and venues (e.g. Top Golf, Golf Galaxy).

### [Mobile Location Models > Visits > Sporting Goods Shoppers](#)

This segment contains consumers who are likely to shop at sporting goods stores (e.g. Bass Pro Shops, REI, Academy, Cabela's, Golfsmith, Dicks Sporting Goods, Orvis, Marmot).





## Athletes

### Lifestyle and Interests (Affinity) > Sports and Recreation >

These segments contain consumers who are likely to play the following sports:

- Plays Hockey
- Plays Soccer
- Plays Tennis

### Lifestyle and Interests (Affinity) > Activities and Entertainment > Play Golf

This segment contains consumers who are likely to play golf.

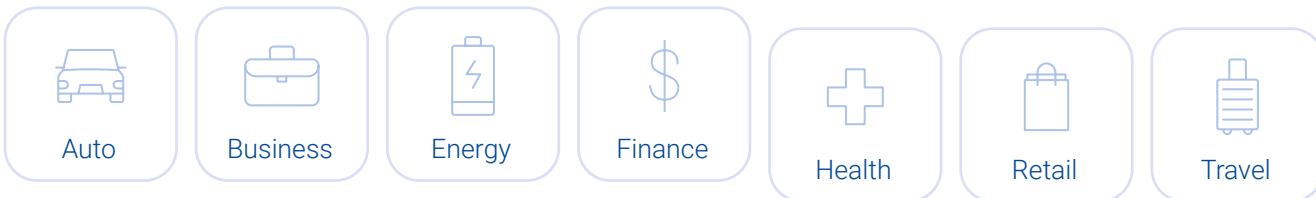
### NEW! Retail Shoppers: Purchase Based > Outdoor Activities > EMotion Riders E-Scooters E-Bikes E-Skateboards

This segment contains consumers who are likely to purchase e-motion riders like e-scooters, e-bikes, and e-skateboards.

Collaborate with influential athletes or sports personalities to create sponsored content that resonates with sports fans. You can pair our **Social media heavy user** audience with our **Likely to be a sports enthusiast** and **TrueTouch conversion channel** audiences to reach those who are likely to be influenced by endorsements from celebrities or athletes.

## Have a campaign in mind and would like to layer in vertical data?

We have syndicated audiences that span across multiple verticals and categories including:



Need a custom audience? We can help you build and activate an Experian audience on the platform of your choice.

[Connect with our audience team →](#)

