

# Eye On: Home Fitness Audience Playbook

A guide to reaching home fitness consumers using audience data.

A woman in athletic wear is captured in a dynamic running pose against a grey, textured wall. She is wearing a black mesh top, blue leggings, and black sneakers. Her arms are extended forward, and her legs are in mid-stride. The overall scene is overlaid with a semi-transparent blue filter.

# Eye On: Home Fitness

With most gyms temporarily closed, consumers are turning to home equipment, exercise bikes, weights, personal fitness trackers and apparel to stay fit while confined. According to eMarketer, consumers are increasing their average **monthly spending on home fitness by 35 to 40%.**

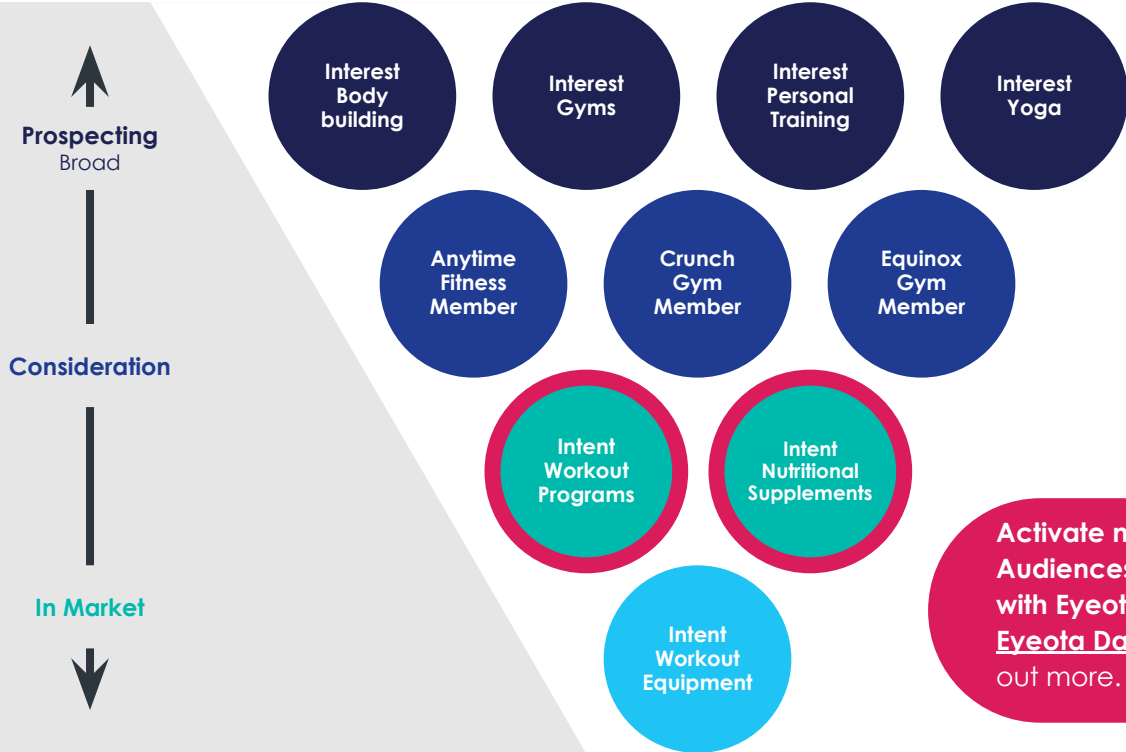


# Home Fitness Audience Targeting Strategy

Leverage this surge in demand with a funnelled approach to audience targeting; use audience data to **engage consumers interested in keeping fit**, as well as **connecting with those with strong past purchase on health and fitness**.

Brands should drive and optimize awareness for home fitness products and services by **maintaining upper funnel targeting activity**.

**Branded Data Partners to consider:**  
Affinity Answers, Acxiom, Eyeota, Experian, Epsilon, Plunge Digital, Kantar, ShareThis, Ziff Davis and more.



Activate new Custom Audiences, available only with Eyeota. Contact [Eyeota Data Desk](#) to find out more.

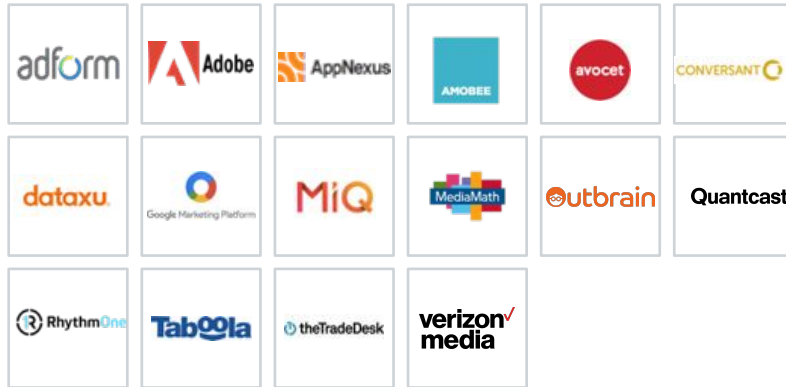
# Identify, reach and engage the right **consumers**



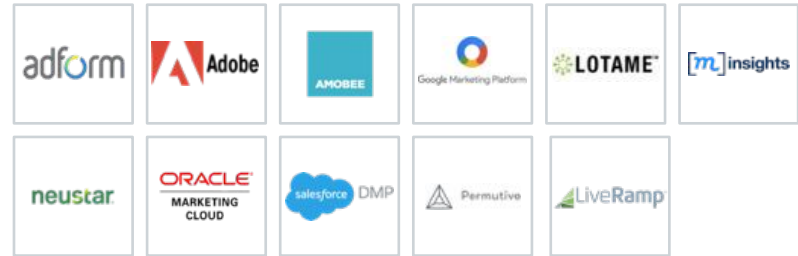
[Click here to download Home Fitness Audience Recommendations](#)

# Eyeota Audience Distribution Network

## Demand Side Platforms



## Data Management Platforms



## Social Networking Platforms (via Amobee)





Our Audience Specialists can help you build the best audience targeting strategy to meet your campaign goals. Available 24/7, connect with the **Eyeota Data Desk** team at [datadesk@eyeota.com](mailto:datadesk@eyeota.com)