Eye On: Home Fitness Audience Playbook

A guide to reaching home fitness consumers using audience data.
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%.
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

Aerobic Exercise  Body building  Jogging  Running  Walking  Yoga
Gym Brand Members  Healthy Food Buyers  Healthy Eaters  Diet & Weight Loss  Fitness Apparel
Fitness Equipment Buyers  Wearable Tech Users  Workout Program Buyers  Sporting Goods Buyer  Fitness Supplement Users

Click here to download Home Fitness Audience Recommendations
Eyeota Audience Distribution Network

**Demand Side Platforms**
- adform
- Adobe
- AppNexus
- Amobee
- Avocet
- Conversant
- dataxu
- Google Marketing Platform
- MiQ
- MediaMath
- Outbrain
- Quantcast
- RhythmOne
- Taboola
- theTradeDesk
- verizonmedia

**Data Management Platforms**
- adform
- Adobe
- Amobee
- Google Marketing Platform
- LOTAME
- 1stLookInsights
- Neustar
- Oracle Marketing Cloud
- Salesforce DMP
- Permedix
- LiveRamp

**Social Networking Platforms (via Amobee)**
- Facebook
- Instagram
- Pinterest
- Snapchat
- Twitter
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