

Understanding Rugby World Cup Fans



Rugby World Cup Fans are Big Fans of Other Sports



When not playing or watching sports, Fans skew towards:



Brand Affinities

Rugby fans are big into their electronics and entertainment...



How Can Your Brand Reach Rugby World Cup Fans?

Target Audience



Rugby World Cup Fans

Brand



Recommended Audience Segments

- Rugby Interest
- National Rugby League Fans
- Computers & Software Interest
- Age & Gender
- Food & Drink Interest
- Sports & Fitness Interest
- Food & Drink Intent
- Attitudes & Preferences
- Purchase Behaviors
- Media & Entertainment Interest
- Pharma & Healthcare Interest
- Travel Intent
- Babies & Kids Intent
- Travel Interest

Target Audience



Rugby World Cup Fans

Brand



Recommended Audience Segments

- Rugby Interest
- National Rugby League Fans
- Autos & Vehicles Brand Intent
- Autos & Vehicles Buyers
- Autos & Vehicles Owners
- Sociodemographic Profiles
- Autos & Vehicles Brand Owners
- Languages
- Autos & Vehicles Interest
- Autos & Vehicles Intent
- Attitudes & Preferences
- Autos & Vehicles Brand Affinity
- B2B Business Services Interest
- Age & Gender

Note: Sample advertisers and sample audience strategies only; not necessarily reflective of Eyeota Audience Marketplace usage.

Ask an Audience Specialist and start building a better audience strategy today.

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