

# Tennis Audiences



Approximately 87 million people play tennis around the world, and thousands of tennis fans travel to tournaments every year to watch the best players in the world take to the court. Tennis is one of the most watched sports on TV and is widely accepted as one of the most popular individual/non-team sports in the world. Optimize digital ad spend by integrating audience profiles to target your ideal consumers such as:

## Why Choose Audiencerate:

We only work with trusted, transparent data, ensuring best-in-class performance. Also, we are able to build Composite Audiences, meaning that we can collide several audiences that are relevant to the target and make it a single one. The audiences will layer each other and demographic data can be added and pushed to your seat.

## Get Started with Tennis Audiences

Talk to us about your data needs as we are able to help with custom audiences, built and ready for use. As data experts we can support buyers giving the most accurate audience recommendations for a specific brief or target. Just send us a brief/target audience and we will send over our suggestions.



### Sports & Fitness

Tennis Enthusiats



### Sporting Goods

Tennis Equipment



### Events Tickets

Sport Ticket



### Sports

World Sports Competitors



### Lifestyle & Hobbies

Frequently Attends Live Events

## Available for targeting on all DSPs

Natively integrated into Open Marketplace and Private Deals

Google

adform

Via Private Deals on\*

theTradeDesk

MediaMath

xandr

amazonadvertising

AMOBEE