

The pandemic saw an uptick in time spent on digital gaming platforms, likely due to the community aspect of online games, creating an ideal **ecosystem for advertisers to build an interactive relationship with gaming audiences**. While eMarketer forecasts a slight drop-off in console and PC digital gamers as stay-at-home orders are lifted, easily accessible smartphone games are expected to maintain their popularity¹. With **gaming emerging as the next dominant tech platform**, it is more important than ever for brands to understand gaming audiences and engage them through the right channels, at the right time.

Brands targeting EMEA gaming audiences can identify, reach and engage the right online consumers by integrating audience segments into their cross-device campaigns. Speak to our audience specialists today at datadesk@eyeota.com to find out more.

Download our Gaming audience playbook for a complete list of attitudes, personas, and profiles to reach your best future customers.



Connect with **Gaming Fanatics**

Sample segments to reach this audience:

- Eyeota - Consumer Electronics - Interest - Video Games
- Eyeota - Entertainment - Interest - eSports
- ComScore - Interest - Game Console Users - Heavy
- EQ Data - Interests - Gamer
- Schober - Interest - Gaming



Connect with **Players by Game Console**

Sample segments to reach this audience:

- Eyeota - Consumer Electronics - Past Purchase - Video Games
- Eyeota - Consumer Electronics - Intent - Video Games - Price - Premium
- Affinity Answers - Intent - Online Retailer - Video Games
- Experian - Type of online buying - PC Gaming
- GfK - Purchasing Power - Retail Product Lines - Consumer Electronics - TV, radio, audiovisual systems, gaming consoles - High



Connect with **Players by Game Console**

Sample segments to reach this audience:

- Eyeota - Consumer Electronics - Owner - Video Games - Consoles - Playstation
- Eyeota - Consumer Electronics - Owner - Video Games - Consoles - Xbox
- Kantar - Media and Entertainment - Gaming - Mobile Gamers
- ShareThis - Intent - Shopping - Consumer Electronics - Video Games - PC
- ShareThis - Intent - Shopping - Consumer Electronics - Video Games - Nintendo DS

Sources: ¹eMarketer.



Connect with **Game Genre and Franchise Players**

Sample segments to reach this audience:

- Eyeota - Consumer Electronics - Interest - Video Games - Genre - Action and Adventure
- Eyeota - Consumer Electronics - Interest - Video Games - Genre - Shooter
- Affinity Answers - Intent - Video Games (Gaming) - Call of Duty
- Future Plc - Brands / Products - Epic Games
- ShareThis - Games - Computer and Video Games - Music and Dance Games



Connect with **Gaming Spenders**

Sample segments to reach this audience:

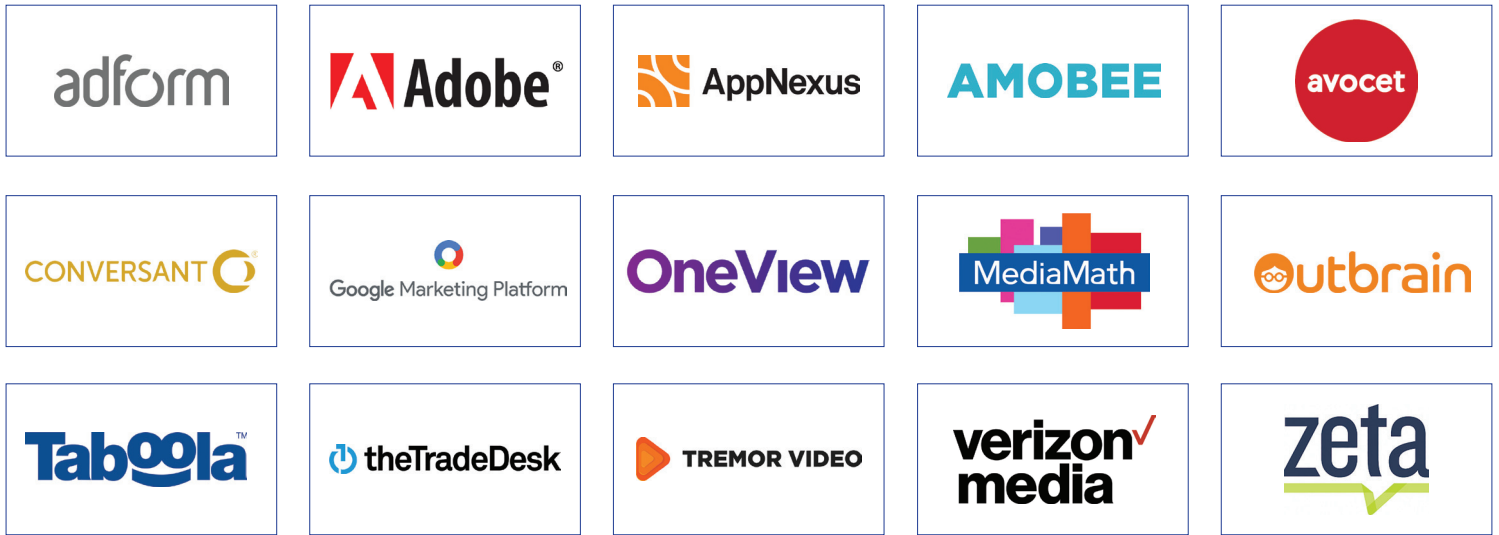
- Eyeota - Consumer Electronics - Intent - Video Games - Accessories
- Eyeota - Consumer Electronics - Intent - Video Games - Consoles
- Eyeota - Consumer Electronics - Intent - Video Games - Price - Budget
- Affinity Answers - Intent - Video Games (Gaming) - Super Mario
- ShareThis - Intent - Shopping - Consumer Electronics - Video Game Consoles

Want more gaming audience segments? [Click here](#) for our complete list of gaming consumer-type segments, buyer personas and profiles.

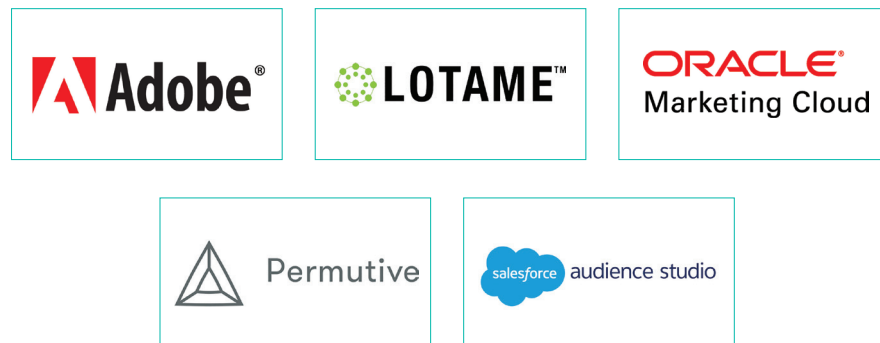
Audience profiles sourced from premium **Branded Data Partners**



Demand Side Platforms



Data Management Platforms (available on request)



Ready to activate? Contact our dedicated team at datadesk@eyeota.com to find out more.



Commitment to Data Quality

Eyeota audiences are independently audited to provide confidence and reassurance to marketers of the quality, transparency and compliance of the data they are buying.