

Did you know? US adults consumed about one extra hour of digital media per day in 2020, with game consoles among the connected devices that saw the highest increase¹. 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. For example, 89.5% of all US digital gamers play mobile phone games connected to the internet at least once per month².

Brands targeting US 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 - Entertainment - Interest - eSports
- 33Across - 33Across AudienceID - Sports - Gaming Fanatics
- ComScore - Interest - Sports Fans - eSports Fans
- Data Axle - Consumer - Interests - Lifestyles - Video Game Enthusiasts
- Kantar - Consumer Electronics - Influencer - Computer and Console Gaming Influencers



Connect with **Online Players**

Sample segments to reach this audience:

- Epsilon - Technology And Connectivity - Online Gamers - Moderate Frequency
- Equifax - Telecommunications, Cable, Wireless - Wireless Propensity - Internet Propensity - Avid Online Gamers
- Fyllo - CBD Infused - Behavioral - Interest & Intent - Entertainment - Video Games - Online Games
- Plunge Digital - Sociodemographic - Lifestyle - Video Games - Mass Multiplayer Online (MMO)
- Plunge Digital - Sociodemographic - Lifestyle - Video Games - Multiplayer Online Battle Arena (MOBA)



Connect with **Gamers by Console Brand**

Sample segments to reach this audience:

- Eyeota - Consumer Electronics - Owner - Video Games - Consoles - Nintendo
- Eyeota - Consumer Electronics - Owner - Video Games - Consoles - Playstation
- ShareThis - Intent - Shopping - Consumer Electronics - Video Games - Xbox
- Ziff Davis - IGN - Interests - Gaming and Video Games - Platforms and Consoles - Sony PlayStation 4 (PS4)
- Ziff Davis - Mashable - Interests - Gaming and Video Games - Platforms and Consoles - PC Computers

Sources: ¹eMarketer; ²eMarketer.



Connect with **Players According to Purchase Channel**

Sample segments to reach this audience:

- Acxiom - Retail - Video Games - Likely Shopping Channel - Direct Mail / Ecommerce
- Acxiom - Retail - Video Games - Likely Shopping Channel - Toy Store
- Affinity Answers - Intent - Online Retailer - Video Games
- Alliant - Brand Propensities - Media and Entertainment - Gamestop Buyer Propensity
- Plunge Digital - Interest - Brand Affinity - Gaming and Movie Store Visitor - GameStop



Connect with **Consumers with Intent to Buy Games and Accessories**

Sample segments to reach this audience:

- Eyeota - Consumer Electronics - Intent - Video Games - Accessories
- Eyeota - Consumer Electronics - Intent - Video Games - Games
- Affinity Solutions - Intent - In-Market - GameStop Shoppers
- Fyllo - CBD Infused - Behavioral - Interest & Intent - Entertainment - Video Games - Handheld Games
- ShareThis - Intent - Shopping - Consumer Electronics - Video Games - PS3



Connect with **Gamers by Device**

Sample segments to reach this audience:

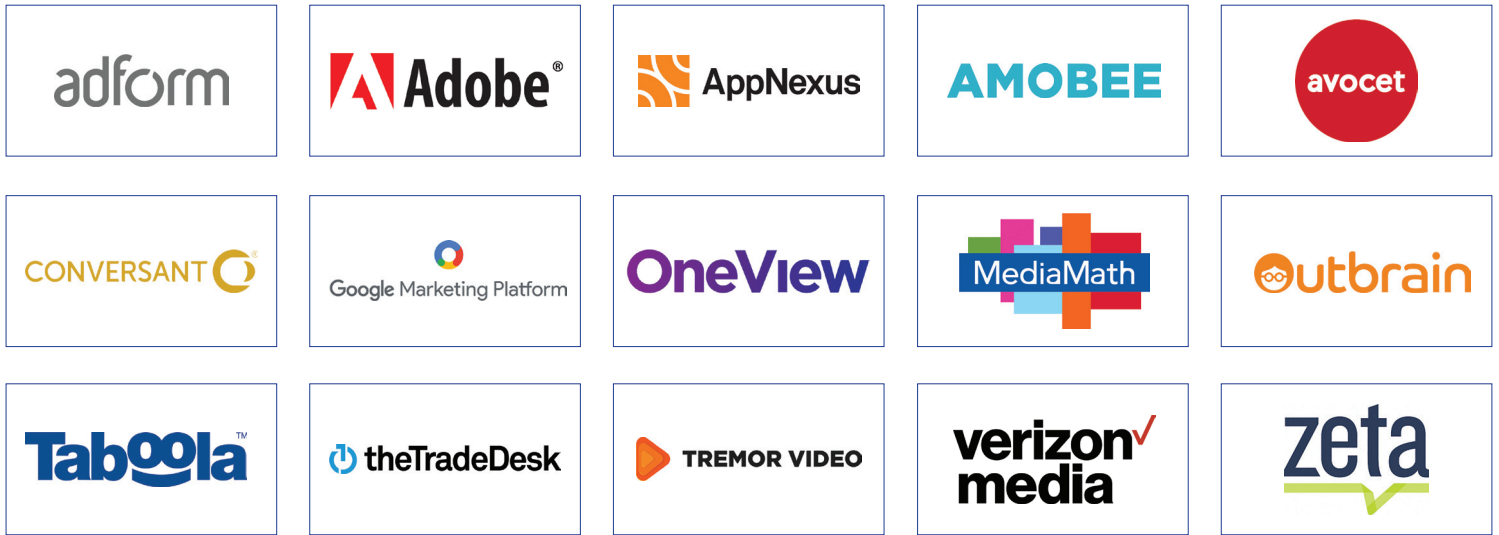
- ComScore - Interest - Game Console Users
- Equifax - Telecommunications, Cable, Wireless - Wireless Propensity - Internet Propensity - Frequent Online Gamer
- Fyllo - Infused - Behavioral - Interest & Intent - Entertainment - Video Games - Handheld Games
- Ziff Davis - IGN - Interests - Gaming and Video Games - Platforms and Consoles - Mobile App Based Gaming
- Ziff Davis - Mashable - Interests - Gaming and Video Games - Platforms and Consoles - Mobile App Based Gaming

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)



Social Networking 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.