THE 2018 WORLD CUP
BY THE NUMBERS

The 2018 FIFA World Cup Russia™ is upon us! MediaMath's Analytics team looked at data from a mix of past World Cup and Olympics games to form suggestions on how marketers can run the best-performing campaigns for this summer's event.

JUNE 14 TO JULY 15 | **64 GAMES** | **32 TEAMS**

20% GAMBLING

19% TELECOMS

13% CLOTHING & ACCESSORIES

10% INTERNET SERVICES

10% CONSUMER GOODS

7% ENTERTAINMENT

EACH 3% AUTOS MEDIA REAL ESTATE ELECTRONICS SPORTING GOODS GOVERNMENT BUSINESS SERVICES

TOP VERTICALS WORLD CUP 2014

TRENDS TO WATCH

FIND THE FANS WHERE THEY ARE

Where are the best places to serve your ads during the World Cup? Our Curated Market premium supply product has a whitelist involving sites that will stream the game or sites where people can easily check scores. Top sites (by impressions) include:

881,262 espn.com

622,641 yahoo.com

393,286 skysports.com

381,114 sky.com

137,013 usatoday.com

> Get World Cup packages across sports pubs for desktop, in-app and programmatic TV (EMEA & US only)

PRO-LEVEL PROSPECTING

In previous World Cup and Olympic games, the vast majority of spend was geared towards audience prospecting (ie: targeting either 1st- or 3rd-party data). In the 2018 Winter Olympics:
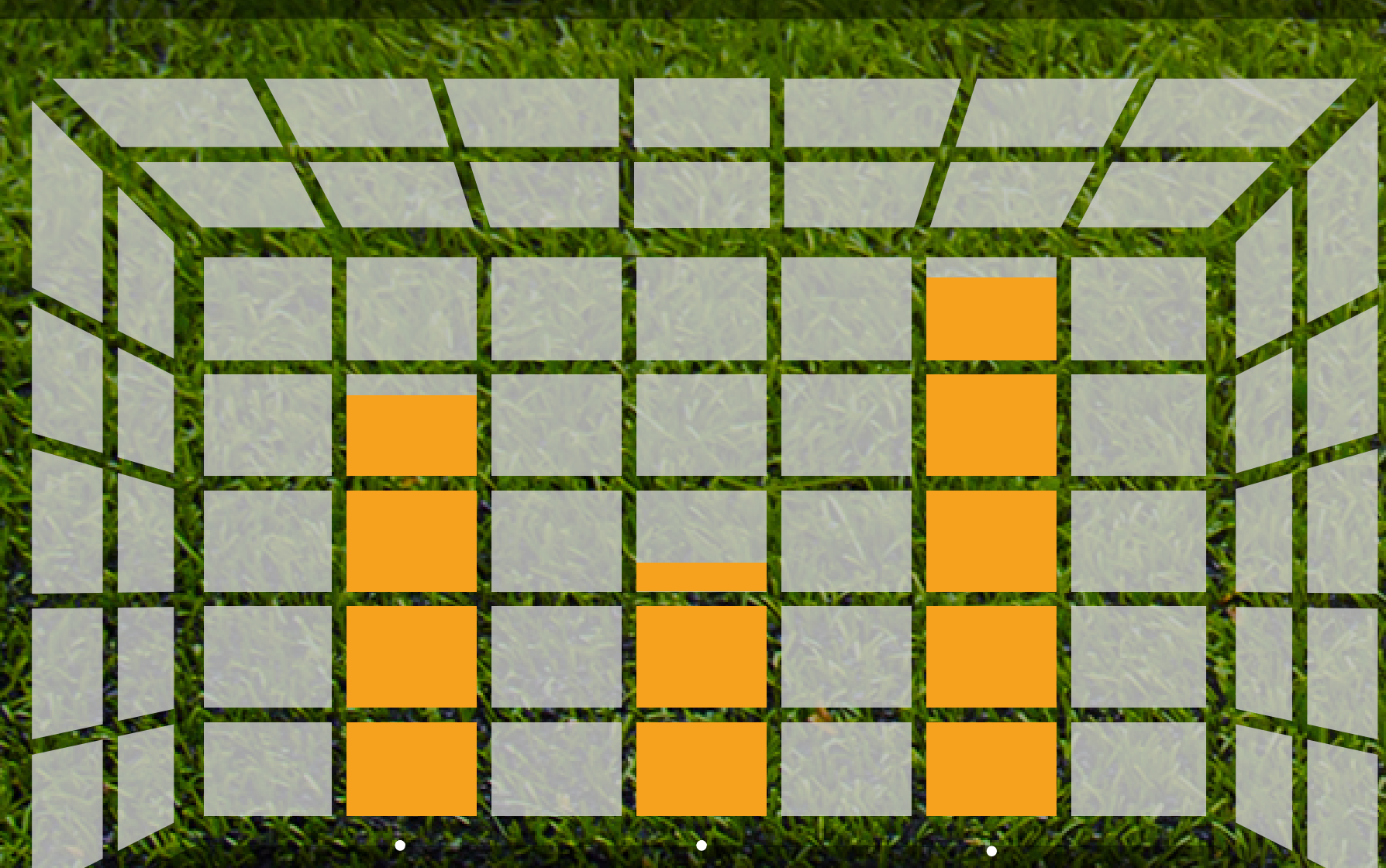
91% of impression volume was geared towards prospecting

43% of impressions served were related to prospecting

75% of total spend went against prospecting tactics

Examples of World Cup-related segments available through MediaMath Audiences include:

Brazil - Sports - Futebol | Mexico - Sports - Futbol | Spain - Sports & Activities - Football
Singapore - Sports Fans - Soccer Fans | Soccer Enthusiasts | World Cup Soccer Fans
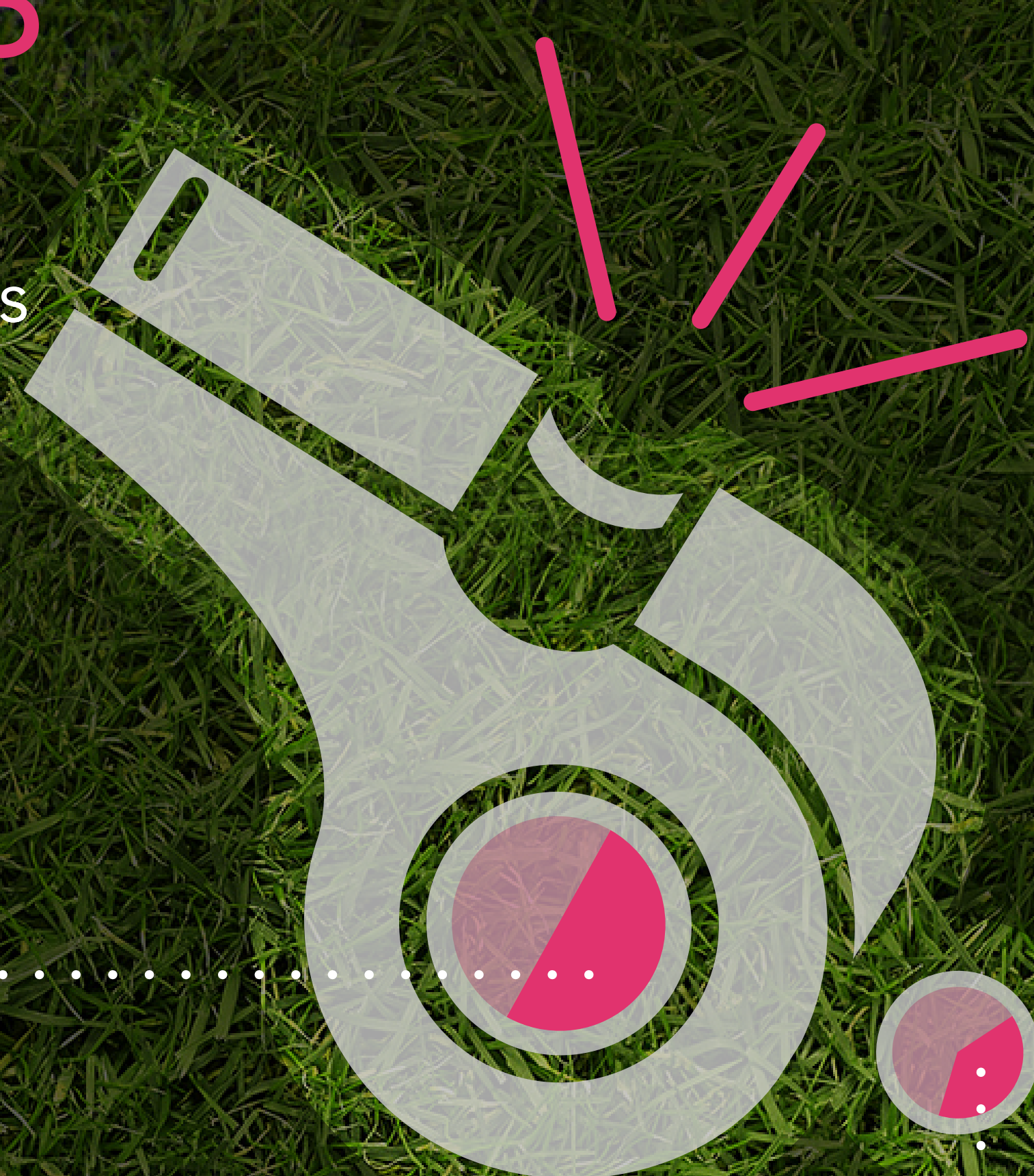
SCORE BIG OPENING WEEKEND

In 2016, the highest stretch of impressions and spend served was, no surprise, during the actual run of the games themselves, with the heaviest concentration during the opening weekend. It is still important to alert advertisers that CPMs could be higher during the opening games of the tournament and to plan accordingly.

50% of all impressions were served during the opening weekend

39% of total spend used after opening weekend