

# DSTILLED

## TENNIS PLAYERS



Every summer, tens of thousands of tennis pros, amateurs, and admirers flock to Flushing, Queens to watch the U.S. Open. In anticipation of the action, we took a deeper look into our [Tennis Players](#) Behavioral Audience and learned a lot about the sport people love so much.

### PREPARING FOR THE U.S. OPEN REQUIRES MUCH MORE THAN PRACTICING YOUR SERVE.

While spectators prepare by researching which seat has the best views, players are busy focusing on their physical and mental strength to push them through to the finals. Novak Djokovic, the No. 1 men's singles tennis player to fall into this audience, practices yoga to help strengthen his mind and body. Only 15% of Tennis Players are also [Yogis](#). Starting with a couple of poses after a training session and before bed will help you stay loose and improve performance.

### THE FLIGHT TO NEW YORK IS ONE OF MANY THAT PROFESSIONALS TAKE EACH SEASON.

Did you know the top 30 professional players are required to compete in a minimum of 18 tournaments, including all four Grand Slams? Some of the most successful players in this audience, like Roger Federer, travel from tournament to tournament in their own [private jets](#). Even so, the majority of this audience is 17.66x more likely to fly [commercial](#), making it easy to rack up [travel reward points](#).

### TOAST YOUR FAVORITE PLAYERS WITH THE SIGNATURE HONEY DEUCE COCKTAIL.

The Honey Deuce, made with Grey Goose vodka, freshly squeezed lemonade, raspberry liqueur, and balled honeydew melon, is the perfect treat for Tennis Players, who are 22.76x more likely to be [Craft Spirit Enthusiasts](#).

### THE U.S. OPEN IS A FAMILY-FRIENDLY EVENT, EVEN ON THE COURT.

Which is great news for Tennis Players, who are 12.43x more likely to have a [family](#) of their own. Venus and Serena Williams, the most competitive sisters to fall into this audience, have faced off 30 times in professional tournaments. Their most recent match was at the 2018 U.S. Open, where Serena beat Venus after 72 minutes of play, 6-1, 6-2.

### THE BEST SHOTS - AND THE BEST OUTFITS - WILL SURELY BE REMEMBERED.

From the Tennis Bracelet, worn by Chris Evert in 1978, to the Audrey Hepburn-inspired Little Black Dress with Swarovski crystals, worn by Maria Sharapova in 2006, the U.S. Open gives players the opportunity to let their personalities shine. For last year's female champion, Naomi Osaka, expressing yourself through [fashion](#) happens both on and off the court. She regularly posts her favorite looks on Instagram.

### THE U.S. OPEN IS THE HIGHEST REVENUE-GENERATING TOURNAMENT IN HISTORY.

When they aren't on the court, recreational tennis players can be found reading [financial news](#) and managing their [personal portfolios](#). The best in tennis, however, like Rafael Nadal, whose net worth is \$180MM, turn to the best in financial management. They are 16.69x more likely to be [Investment Services Intenders](#).

Explore additional Behavioral and Location audiences that index highly for Tennis Players on the next page.

# AUDIENCES TO ACTIVATE

Click each audience to explore interests and behaviors, demographics, content affinities, and location visitation on our website. Each audience can be syndicated to your preferred DSP.

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[Men's Business Clothes Shoppers](#)

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