

# Are you ready to connect with World Cup audiences worldwide?

The FIFA World Cup is more than a tournament — it's a *global movement*. Across continents, it unites fans, fuels passion, and drives consumer action.



## The world's game, every consumer touchpoint.

The 2026 FIFA World Cup will unite fans everywhere — with matches in North America and celebrations across the globe. From streaming to shopping, travel to nightlife, every moment is a chance for brands to connect with passionate audiences.

**5 BILLION**

people engaged with World Cup content in 2022

Brands must join this collective energy to connect with the passion that unites nations. **Lotame helps you capture that momentum.**



## Connect with high value audiences

- Soccer & Sports Lovers
- Nightlife Enthusiasts
- Social Media Influencers
- Digital Native Millennials & Gen Z
- Health & Fitness Advocates
- High-Intent Shoppers
- Health & Fitness Advocates
- Dining Out Consumers
- Travel Intent
- Streaming Sports Engagers
- Concert & Festival Fans



## Get Data Empowered with Lotame World Cup audiences.

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