

Olympics 2024 Interest Targeting



Top 10 Interest Targeting per Platform

As the **2024 Summer Olympics** draws closer, the window of opportunity to promote your brand remains wide open.



Strike Social can work with your team to craft a winning social media strategy for the Paris Games. Just message us [here](#).

Meta

- 1 Olympic Games (international competition)
- 2 Summer Olympic Games (international competition)
- 3 Olympic Sports (international competition)
- 4 Skateboarding (sport)
- 5 Basketball (sport)
- 6 Swimming (water sport)
- 7 Boxing (sport)
- 8 Track and field (sports)
- 9 Volleyball (sport)
- 10 Olympic weightlifting (weightlifting)

Est. daily reach: 205K-593K

YouTube

- 1 Olympics (Sports)
- 2 International Sports Competitions (Sports)
- 3 Basketball (Sports)
- 4 Boxing (Sports)
- 5 Fencing (Combat Sports)
- 6 Swimming (Water Sports)
- 7 Table Tennis (Table Games)
- 8 Track and field (Sports)
- 9 Olympic Sports (In-market)
- 10 Olympics Fans (Affinity)

Est. Total reach: 670K-3M

TikTok

- 1 Gymnastics (Interests)
- 2 Olympic Games (Additional Interests)
- 3 Olympian (Additional Interests)
- 4 #Olympics2024 (Hashtag Interactions)
- 5 #Parisolympics (Hashtag Interactions)
- 6 #Parisolympics2024 (Hashtag Interactions)
- 7 #Olympics (Hashtag Interactions)
- 8 #TeamUSA (Hashtag Interactions)
- 9 #USABasketball (Hashtag Interactions)
- 10 #FootballTikTok (Hashtag Interactions)

Est. reach: 70K-238K (total)