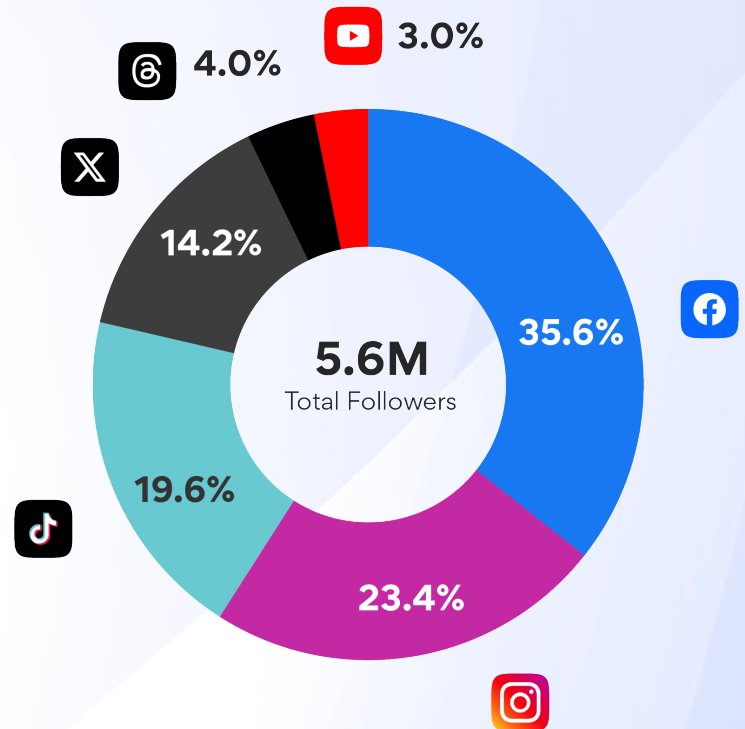


The Giro d'Italia is one of professional cycling's three Grand Tours, alongside the Tour de France and La Vuelta a España. Every spring, millions of fans follow this iconic three-week race, known for legendary climbs like the Mortirolo and the breathtaking landscapes of Tuscany.

Its sporting prestige is matched by a powerful digital footprint: the Giro boasts over **5.6 million** social media followers, including 2 million on Facebook, 1.3 million on Instagram, and 1.1 million on TikTok, among others. This global audience makes the Giro not only a must-watch for cycling fans, but also a prime opportunity for brands and sponsors.

Recognizing the growing influence of social media, the Giro has relied on Blinkfire since 2022 as its go-to platform for content analytics and reporting. This partnership has transformed how departments across the organization manage, analyze, and share data—both internally and externally.



Data as of June 10, 2025 across Giro d'Italia social media accounts

THREE WEEKS, BIG CHALLENGES

Unlike sports with longer seasons, the Giro condenses its entire competition into just three weeks, creating unique challenges:

- **Real-time decision-making:** Instant data is essential for adapting content strategies and maximizing impact.
- **Proving sponsor value:** Partners demand accurate, stage-by-stage insights into their digital exposure.
- **Tracking trends:** Viral moments can happen anytime. Speed in identifying and reacting is critical.

Simone Pozzi, Giro d'Italia Head of Digital Development

"In today's market, where visibility is everything, Blinkfire has become an essential tool for maximizing the value we deliver to our partners. Thanks to its support, we've been able to assign a clear value to our social media platforms and, above all, we aim to ensure a significant ROI for our partners."



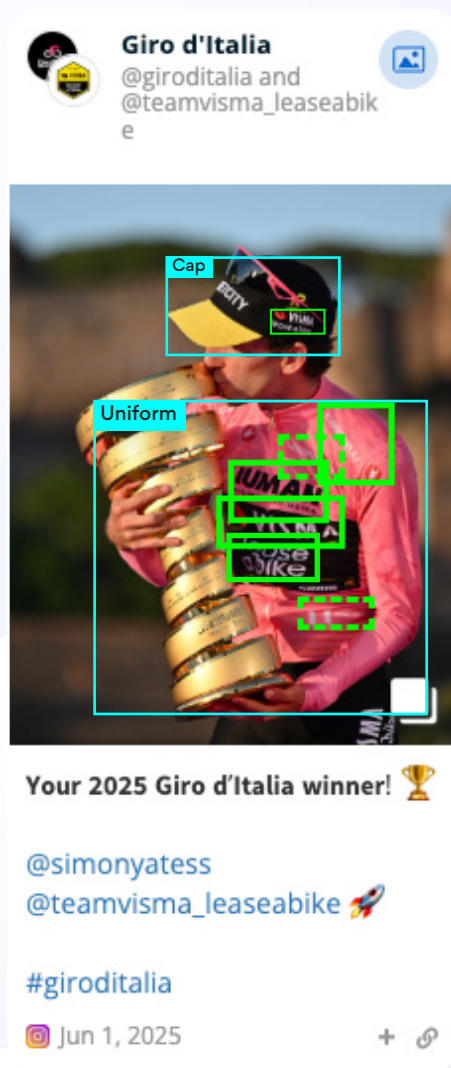
THE BLINKFIRE DIFFERENCE

Blinkfire empowers the Giro to streamline daily insights, automate reporting, and understand its global audience on a deeper level. Several key tools help drive this transformation:

- **Media Kit** plays a central role in tracking real-time social performance during the race. The team monitors channel growth, engagement rates, impressions, media value, and optimal publishing times—allowing them to refine content strategy and maximize the value of every post.
- For partnerships, the **Sponsorship Report** has become indispensable. The Giro now tracks partner visibility not just in its own content, but also in posts from teams, riders, and media. This has elevated commercial reporting standards and strengthened sponsor relationships by providing clear, visual, and up-to-date data.
- From a content perspective, **demographic insights** have unlocked smarter targeting. With a diverse, international fanbase, the Giro can now localize content—highlighting riders from specific regions or tailoring language—driving stronger engagement and relevance.

MEASURABLE RESULTS

Since partnering with Blinkfire, the Giro has seen significant improvements in operations and performance. One major leap: automation.



Simone Pozzi, Giro d'Italia Head of Digital Development

"Thanks to Blinkfire, we've completely transformed the way we work. What used to take two or three weeks to report, we now complete in just a few hours—even multiple times during a race, something that was unthinkable before. We track the performance of our social media channels daily, getting accurate, stage-by-stage data that allows us to adjust our strategy in real time."

The team now reacts more quickly to viral trends and peak engagement moments. Over three weeks, the Giro publishes hundreds of posts. Blinkfire identifies which channels and formats perform best, so the team can adjust quickly and double down on what works.

Blinkfire's data also powers smarter paid media decisions. If a channel underperforms, the team knows exactly where to invest in boosting visibility.

The understanding of the fanbase has deepened, too. The Giro now knows which age groups and genders dominate each platform, what languages their followers speak, and how behavior varies by channel—enabling more personalized content and more effective audience growth strategies.

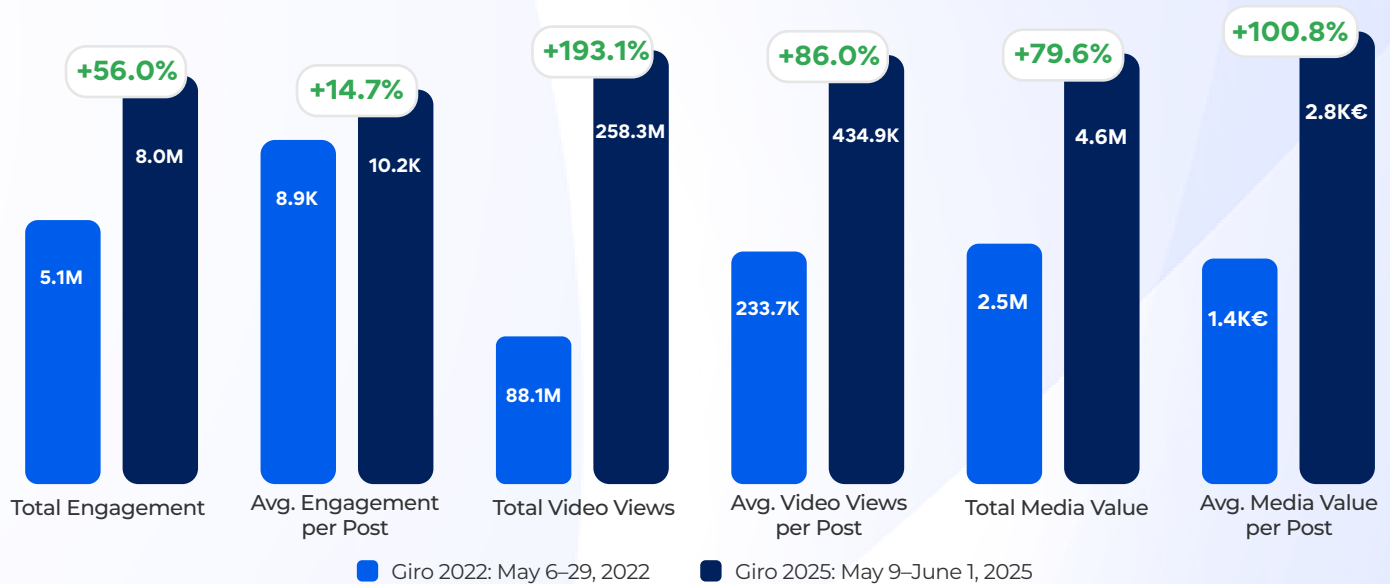
Reports created with Blinkfire serve not only sponsors but also internal teams across marketing, content, and partnerships—reinforcing a data-driven culture.

TIKTOK AND INSTAGRAM: CORE TO THE STRATEGY

In May 2021, the Giro launched its TikTok channel. Today, TikTok accounts for nearly 20% of its total followers. Combined with Instagram, these platforms now form the backbone of the Giro's content and commercial strategy, with a total of 2.2 million followers and consistent growth in engagement, video views, and media value.



PERFORMANCE GROWTH: 2022 VS 2025



Based on Giro d'Italia's owned and operated data in Blinkfire from 05/06/2022–05/29/2022 and 05/09/2025–06/01/2025 across Instagram and TikTok

These gains reflect more than just growth—they signal a qualitative leap in performance:

- **Average post valuation** doubled (100.8%)
- **Average video views per post** increased 86.1%
- **Short-form video** emerged as a top performer, especially with younger audiences

The Giro's TikTok and Instagram strategy mirrors the evolution of sports media: fast, visual, and driven by data.

CONCLUSION

In a race where every second counts and every post can make an impact, Blinkfire has become a strategic partner—amplifying results, optimizing workflows, and proving the true value of every digital impression.

With real-time data at their fingertips, the Giro team can make informed decisions, create more relevant content for a global fanbase, and deliver transparency and performance to their sponsors.

Blinkfire doesn't just help them understand what's happening on the road; it gives the Giro team the control to maximize every opportunity, on and off the bike.

Blinkfire is the leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, broadcast, and streaming. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors.

To learn more about Blinkfire, email at marketing@blinkfire.com or visit www.blinkfire.com.

