

CASE STUDY

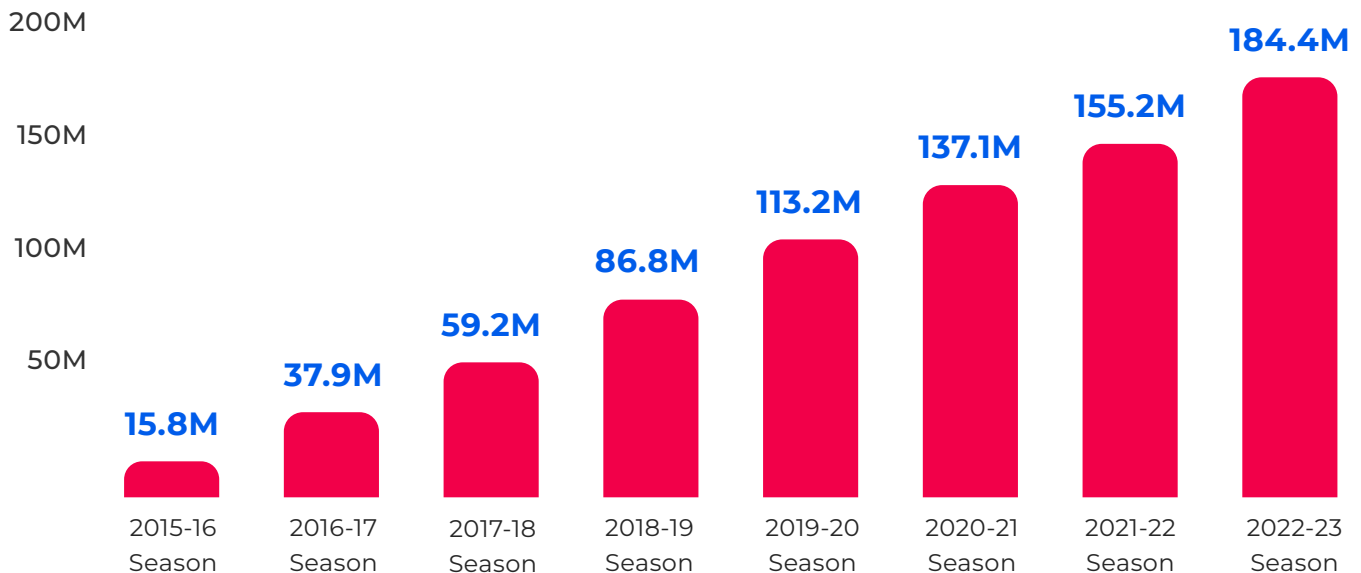
**THE STORY OF LALIGA'S SOCIAL MEDIA GROWTH**

HOW MONITORING DATA LEADS TO SUCCESS

In September 2015, **LALIGA partnered with Blinkfire** to track, value, and report on sponsorship exposure across social and digital media. Over the past eight years, LALIGA and their 42 clubs have used Blinkfire to strengthen their strategy, expand their brand, and offer sponsors the most transparent valuations and data on the market.

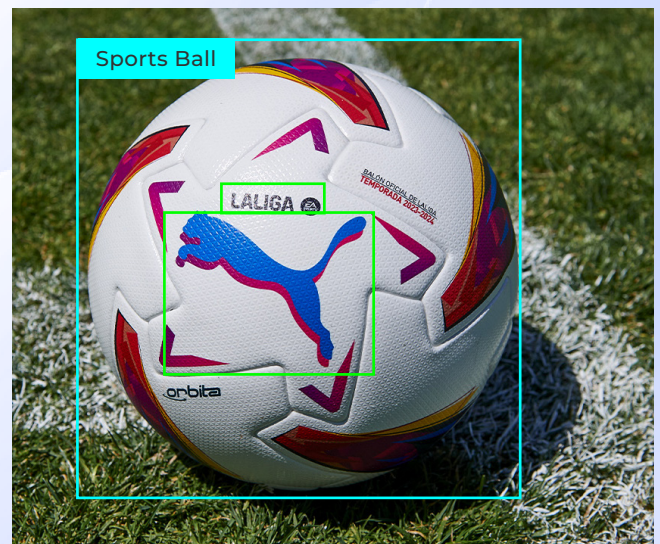
From the 2015-16 season to the 2022-23 season, LALIGA EA SPORTS added more than 168 million new followers across Douyin, Facebook, Instagram, Sina Weibo, TikTok, Twitter, and YouTube — an **increase of more than 1,000%** in eight seasons. Across all of LALIGA's social media accounts, including those for the first and second divisions of Spanish soccer, the league has **more than 200 million followers**.

**LALIGA EA SPORTS: FOLLOWER GROWTH**



*Based on data in Blinkfire from Douyin, Facebook, Instagram, Sina Weibo, TikTok, Twitter, and YouTube*

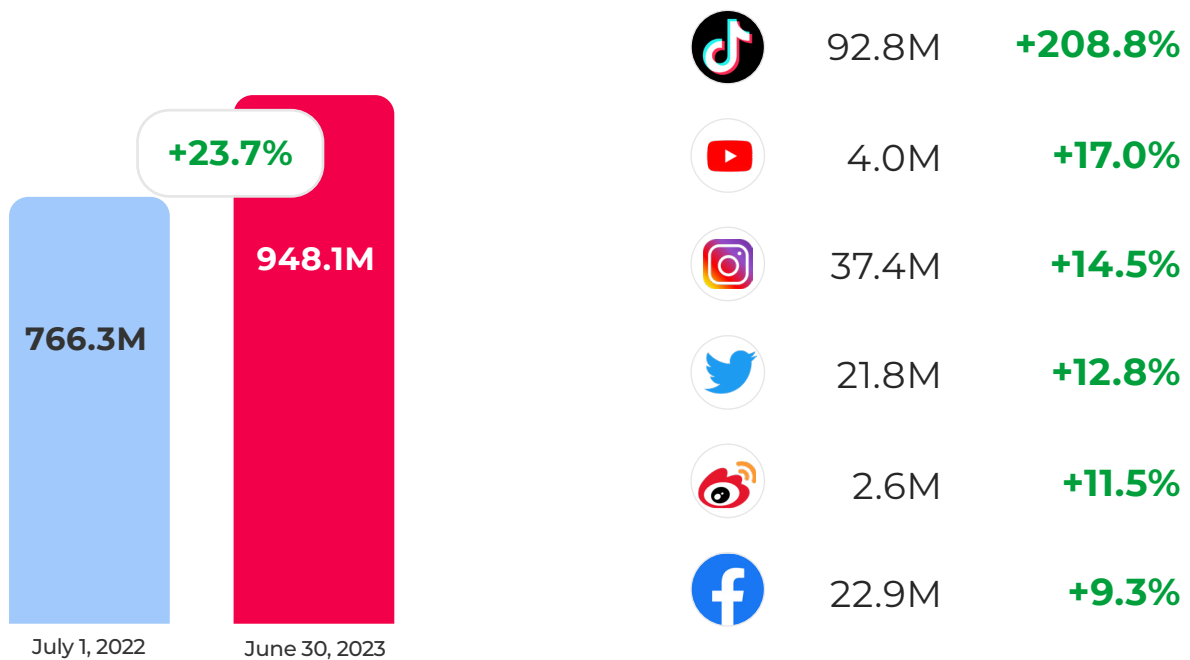
LALIGA prioritized social media growth and that of its teams across the first and second divisions. Through **Blinkfire's league-wide deal**, LALIGA clubs access real-time insights, track performance, and value sponsorship exposure. Investing in a platform like Blinkfire is one of the reasons LALIGA is a trailblazer in the sports sponsorship space. The clubs and their different departments, including marketing, partnerships, and sales, use Blinkfire to elevate their growth beyond the soccer field.



## LALIGA TEAMS' KEYS TO SUCCESS

The digital and social ecosystem consists of many pieces, starting with social media followers — as that audience is the heartbeat of LALIGA teams. During the 2022-23 season, the 42 teams in LALIGA's first and second division increased followers by more than 23.7%, adding **181.8 million new followers** — more than the two previous seasons combined.

### LALIGA TEAMS: NEW FOLLOWERS 2022-23 SEASON



Based on data in Blinkfire from Douyin, Facebook, Instagram, Sina Weibo, TikTok, Twitter, and YouTube

LALIGA EA SPORTS closed the 2022-23 season with more than 186 million followers, an increase of 18.5% compared to the previous season. Using Blinkfire's real-time data and insights, LALIGA compared season-over-season performance, benchmarking metrics, and sponsorship valuation.

Marta Aparicio, Head of Vertical Digital, LALIGA Impulso

*"Blinkfire lets us better understand soccer's social media ecosystem and helps us gain insights into how LALIGA, clubs, and our competitors are growing. We also analyze how fans engage and consume content."*

## LALIGA'S TIKTOK TRIUMPH

Social networks are powerful tools for the growth and global reach of sports organizations. One platform that has gained immense popularity is TikTok.

LALIGA's TikTok growth is proof of the league's ability to successfully adopt new trends in the social media landscape. The 2022-23 LALIGA EA SPORTS season saw **the league's and teams' TikTok follower growth eclipse that of the Premier League, Ligue 1, Serie A, and Bundesliga.**



**LALIGA EA SPORTS** increased its TikTok followers by 205.3% while the NBA grew 26.7% during the same period.

## SOCIAL MEDIA PERFORMANCE

In addition to measuring LALIGA's hundreds of millions of followers, the league uses Blinkfire to monitor content performance. **Blinkfire's data and insights assists LALIGA and teams with adjusting content and social media strategies**, for example, boosting successful content or creating new posts based on audience engagement.

Another KPI that LALIGA reports on is impressions, the number of times a post or an advertisement appears on a user's screen. This metric represents the potential reach of specific content and indicates how many people have had the opportunity to watch or engage with it.

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By tracking impressions, LALIGA evaluates if a brand is gaining visibility and reaching more people on content. **When impressions increase, it can be a leading indicator for the league and clubs on greater brand recognition and audience expansion.**

*"We use Blinkfire to monitor performance and to help make better decisions. We need to have control on daily metrics and the ability to know in real time how LALIGA and clubs are growing."*

Marta Aparicio

LALIGA has the ability to report to partners and offer accurate valuation data on a brand's exposure from social and digital content — which not only encompasses impressions, but also engagements and video views.



### LALIGA TEAMS & BLINKFIRE

LALIGA and Blinkfire have worked side by side to showcase that beyond match days, social media plays a fundamental role in the marketing strategy of organizations.

For LALIGA teams, social media is valuable for interacting with fans and promoting brand affinity and sponsorships. Using platforms like Instagram and TikTok, teams share exclusive content, news, and interviews to engage followers and generate interest.

One of the teams that leveraged TikTok's popularity is **CA Osasuna**. The Spanish football club based in Pamplona grew their TikTok following almost 6,900% during the 2022-23 season. Part of CA Osasuna's success was creating a dedicated social media team that **uses Blinkfire data to build their content strategy and measure performance.**

Another LALIGA team that has taken advantage of Blinkfire is **SD Huesca**. The team **uses Blinkfire Inventory Manager**, the most comprehensive asset management tool, to easily price, sell, deliver, and report on digital, social, and physical assets. SD Huesca aligned their highest-value content with their main sponsor's goal: creating a new digital asset — the arm band.

## BOOST IMPULSO

In 2021, LALIGA and the CVC investment fund signed an agreement that marked the start of the Boost LALIGA (“LALIGA Impulso”) program. This strategic and groundbreaking project for sports professionals in Spain offers LALIGA clubs the tools to advance technology and innovation within sports.

One of the goals of the Boost LALIGA program is for teams to develop new initiatives and business goals around such areas as innovation, talent, branding, social and digital platforms. LALIGA sends teams a monthly email called ‘Pill of the Month’ with insights from Blinkfire.

The email reaches presidents, general directors, and managers of clubs in Boost LALIGA.

Each ‘Pill of the Month’ includes a note based on the growth of the teams.

Every month BOOST LALIGA chooses a team as ‘Club of the Month’ based on its social media performance, highlighting the digital team’s work.

LALIGA maintains direct contact with the clubs and their different departments to help meet the objectives set by the Boost LALIGA project. Boost LALIGA puts clubs into groups according to their social and digital content. These groups meet monthly, so the organizations can share best practices to serve as inspiration for the rest of the teams. The idea is to improve and grow collectively, becoming stronger as an organization and league.



Blinkfire is an AI-first company with a leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, broadcast, and Advanced TV. Using AI, 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 across multiple platforms.

To learn more about Blinkfire, email at [marketing@blinkfire.com](mailto:marketing@blinkfire.com) or visit [www.blinkfire.com](http://www.blinkfire.com).

