

# TORNEO BINANCE

## BLINKFIRE ANALYTICS

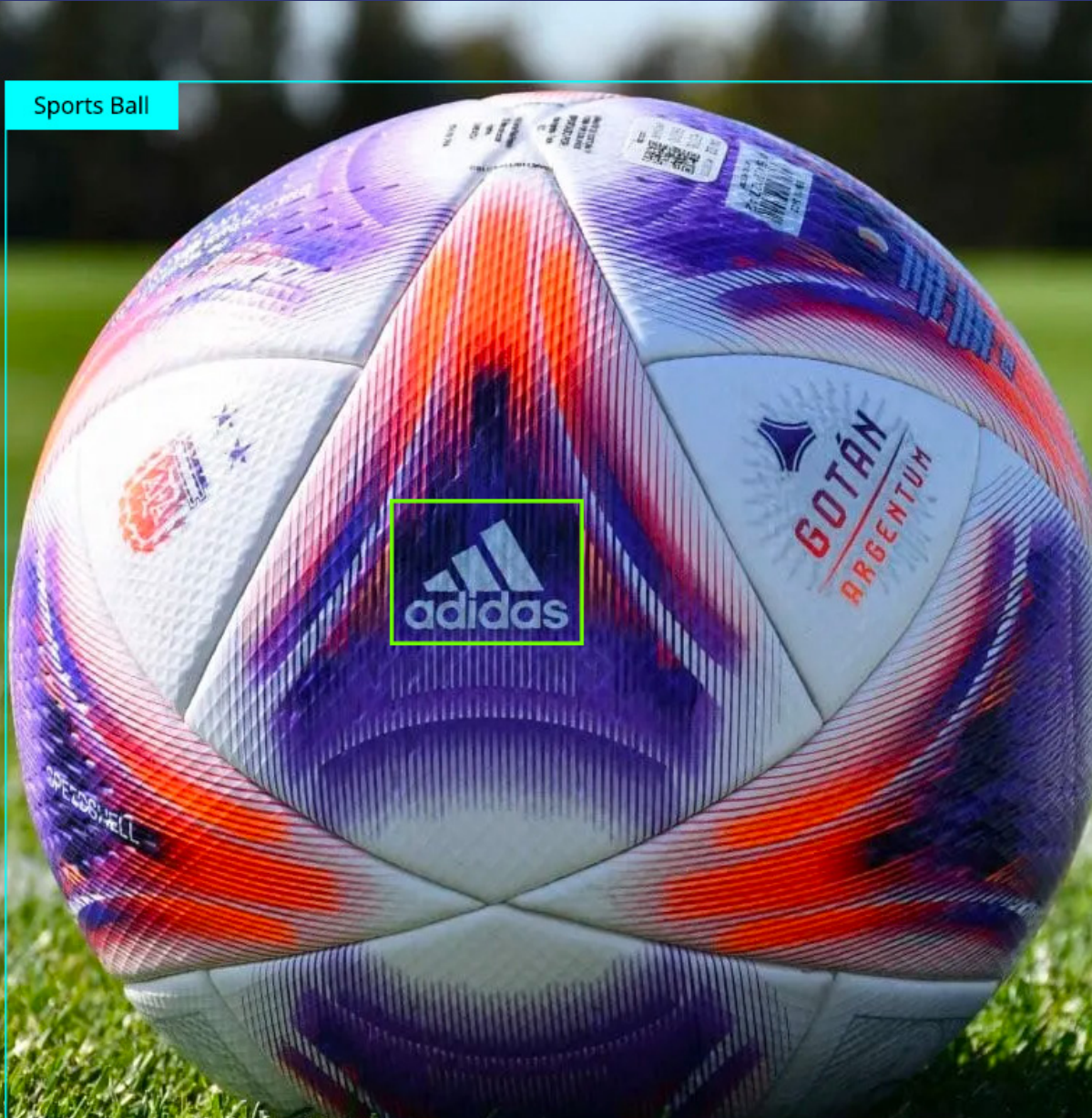
*2022 Season Trends*

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analytics



# INTRODUCTION

Sports Ball



Liga Profesional de Fútbol ended Sunday, October 23, when **Boca Juniors** clinched the **Torneo Binance 2022** in a heart-stopping 2-2 draw against rival Independiente.

We analyzed the social networks of Liga Profesional de Fútbol as well as the teams that competed to help answer some questions: What content performed best? Which social networks were most successful? Where have the teams and the league grown the most across social media?

Read through our analysis of the season.



**TORNEO**  
**BINANCE**  
**2022**



# Number of Posts

## Liga Profesional de Fútbol

1	Twitter	<b>6K</b>
2	Facebook	<b>1.6K</b>
3	YouTube	<b>791</b>
4	Instagram*	<b>677</b>
5	TikTok	<b>43</b>

## Argentine Teams

1	Twitter	<b>49K</b>
2	Facebook	<b>20.7K</b>
3	Instagram*	<b>16.4K</b>
4	YouTube	<b>2.4k</b>
5	TikTok	<b>1.1k</b>

\*Instagram timeline posts (no Stories)




# Best Practices

During the five months of the season, the Argentine teams and Liga Profesional de Fútbol shared hundreds of thousands of posts with their fans and followers.

Social networks bring teams and players closer to their fans, as soccer's audience is global. From Instagram to TikTok, social media is a powerful, engaging way to grow and bring visibility to brand partners.





Whether a sponsor receives active or passive exposure, partnering with Argentine teams and the league gives brands access to a passionate fan base.



 **Binance**

Engagement reach for this post: **425,074**

Binance's Visibility by Device



## Best Practices: Back of Kit

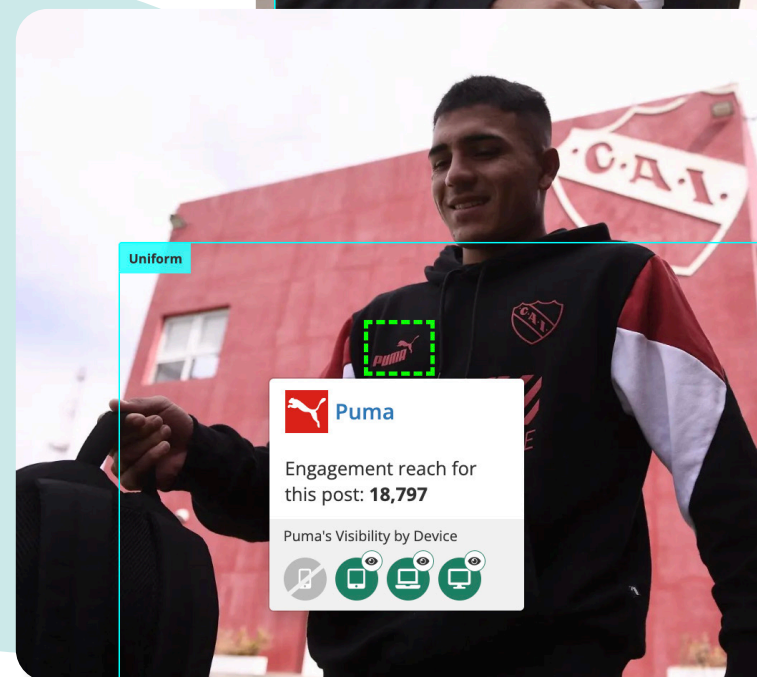
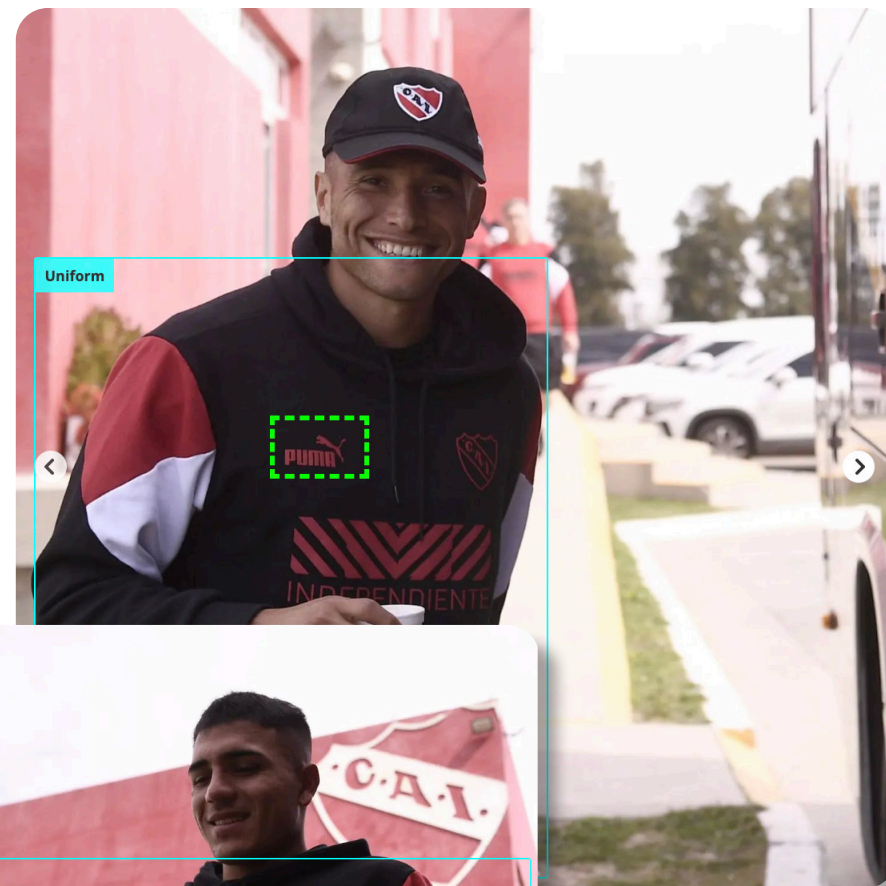
It's becoming more common for brands to sponsor the back of soccer kits, whether for a match or training jersey.

Maintaining the balance between a good image and brand visibility is an art achieved when a team's different departments work together: from the photographer on the pitch to the management of social networks.



## Best Practices: Kit Apparel

Kit apparel suppliers like Puma, Nike, and Adidas adorn not only match and training jerseys, but other player gear as well. When South American or European teams travel or arrive at the stadium, players are photographed wearing warmups or sweat-suits made by the team's apparel sponsor — which is a bit different from USA leagues where players wear smart casual or luxury brands. Independiente posted these images of players giving exposure to technical sponsor Puma.





## Best Practices: Training Day



**Training content** is one of the best ways for teams to give exposure to sponsors. Unlike a match where there is less control over the action, training offers the social team and photographers the “perfect” shot, especially for ground adboard and training kit sponsors.

# Best Practices: Sponsor x Digital Activation

**Social and digital assets** offer teams the opportunity to pair a sponsorship with a specific content like match schedules, league standings, and player of the match. For the Torneo Binnacle 2022, the league created match graphics with partners like Binnacle, BNA, and TCL.

## POSICIONES

N°	Equipo	Pts.	PJ	PG	PE	PP	GF	GC	DIF.
1°	ATLÉTICO TUCUMÁN	44	23	12	8	3	29	15	14
2°	BOCA*	42	22	13	3	6	27	22	5
3°	RACING	41	23	11	8	4	35	22	13
4°	HURACÁN	40	23	10	10	3	27	16	11
5°	RIVER	38	23	11	5	7	37	18	19
6°	GIMNASIA*	37	22	10	7	5	22	13	9
7°	ARGENTINOS	36	23	11	3	9	30	23	7
8°	TIGRE	34	23	8	10	5	34	26	8
9°	GODOY CRUZ	34	23	9	7	7	24	23	1
10°	NEWELL'S	33	23	9	6	8	20	19	1
11°	SAN LORENZO	31	23	6	13	4	24	21	3
12°	CENTRAL CÓRDOBA*	31	22	9	4	9	28	26	2
13°	PATRONATO	31	23	8	7	8	26	24	2
14°	PLATENSE	31	23	7	10	6	20	18	2
15°	INDEPENDIENTE	30	23	8	6	9	25	25	0
16°	SARMIENTO	30	23	8	6	9	24	26	-2
17°	DEFENSA Y JUSTICIA	30	23	7	9	7	23	25	-2
18°	BARRACAS CENTRAL	28	23	7	7	9	25	32	-7
19°	UNIÓN*	27	22	7	6	9	23	28	-5
20°	ESTUDIANTES	27	23	7	6	10	22	32	-10
21°	BANFIELD	26	23	6	8	9	22	26	-4
22°	ROSARIO CENTRAL	26	23	6	8	9	20	25	-5
23°	TALLERES*	25	22	6	7	9	17	19	-2
24°	COLÓN	25	23	6	7	10	20	30	-10
25°	ARSENAL	24	23	4	12	7	21	25	-4
26°	LANÚS	20	23	5	5	13	20	34	-14
27°	VÉLEZ*	19	22	3	10	9	21	28	-7
28°	ALDOSIVI	16	23	4	4	15	14	39	-25

\*Postergados:  
Talleres - Unión (Fecha 11)  
Vélez - Central Córdoba(Fecha 19)  
Gimnasia - Boca (Fecha 23)

## FECHA 26

MIÉRCOLES 16

  
13.00 HS

  
15.30 HS

  
18.00 HS

VIERNES 17

  
14.00 HS

  
15.00 HS

  
16.30 HS

  
21.30 HS

  
21.30 HS

SÁBADO 18

  
16.30 HS

  
19.00 HS

  
21.30 HS

  
21.30 HS

## JUGADOR YPF INFINIA











# Total Engagement by Social Network

## Liga Profesional de Fútbol

1	Instagram*	6M
2	TikTok	2,2M
3	Facebook	1M
4	Twitter	513K
5	YouTube	204K

## Argentine Teams

1	Instagram*	271,5M
2	Twitter	35M
3	Facebook	28,3M
4	TikTok	18,3M
5	YouTube	529K

\*Instagram timeline posts (no Stories)

# Average Engagement per Post by Social

## Liga Profesional de Fútbol

1	TikTok	<b>51.1K</b>
2	Instagram*	<b>9.2K</b>
3	Facebook	<b>613</b>
4	YouTube	<b>260</b>
5	Twitter	<b>84</b>

## Argentine Teams

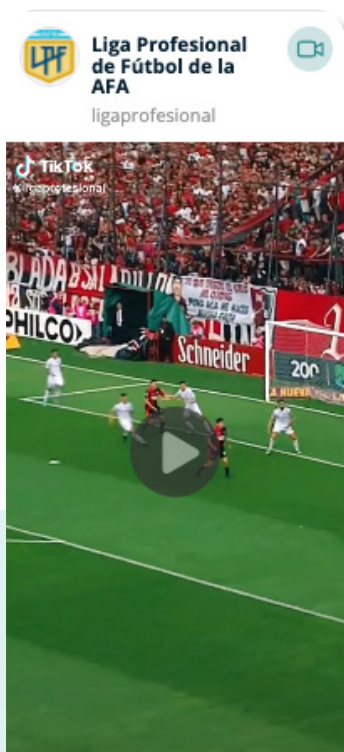
1	Instagram*	<b>16.5K</b>
2	TikTok	<b>15.8K</b>
3	Facebook	<b>1.3K</b>
4	Twitter	<b>716</b>
5	YouTube	<b>218</b>

*\*Instagram timeline posts (no Stories)*



# Top 3 Most Engaged Posts: Liga Profesional de Fútbol

1  
576K



Liga Profesional de Fútbol de la AFA  
ligaprofesional

PABLO PÉREZ 🏆👑 @Newell's Old Boys #Gol #Puskás #LigaProfesional #TikTokDeportes #TorneoBinance #FútbolArgentino

Aug 28, 2022

2  
509K



Liga Profesional de Fútbol de la AFA  
ligaprofesional

El gol del Pipa en el #Superclasico #Boca #FutbolArgentino #TikTokDeportes

Sep 12, 2022

3  
403K



Liga Profesional de Fútbol de la AFA  
ligaprofesional

Daaaleee Diositooo 🤔🤔🤔🤔  
🤔La #Scaloneta ft. #rosalia @afaseleccion @Nicolas Otamendi #argentina #messi #tiktokdeportes

Sep 23, 2022

# Total League Followers

LIGA PROFESIONAL DE FÚTBOL

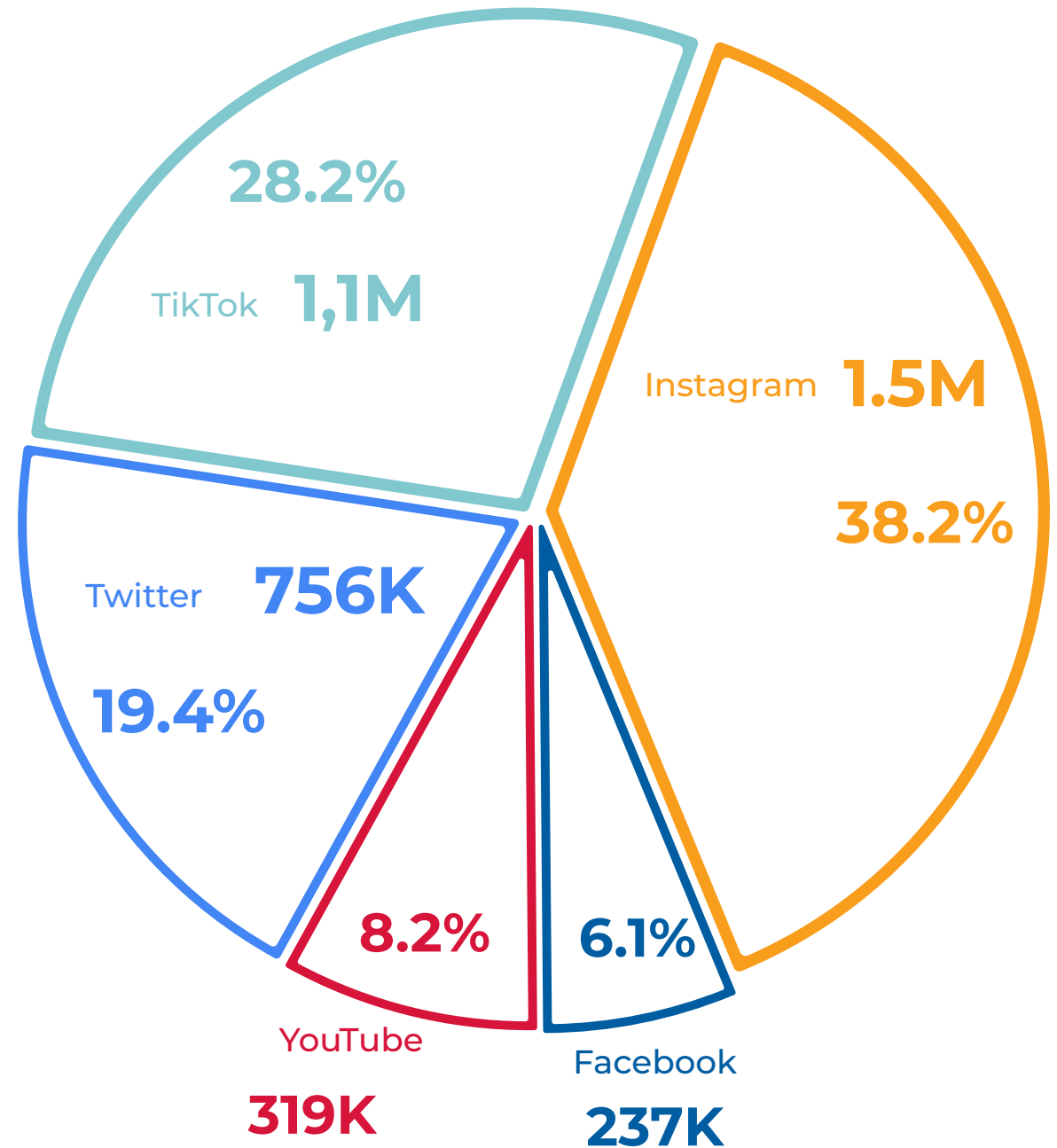
**3.9M** Followers

New Followers

**+685K**

Largest Follower Increase

**+328K** TikTok





# Total Team Followers

## ARGENTINE TEAMS

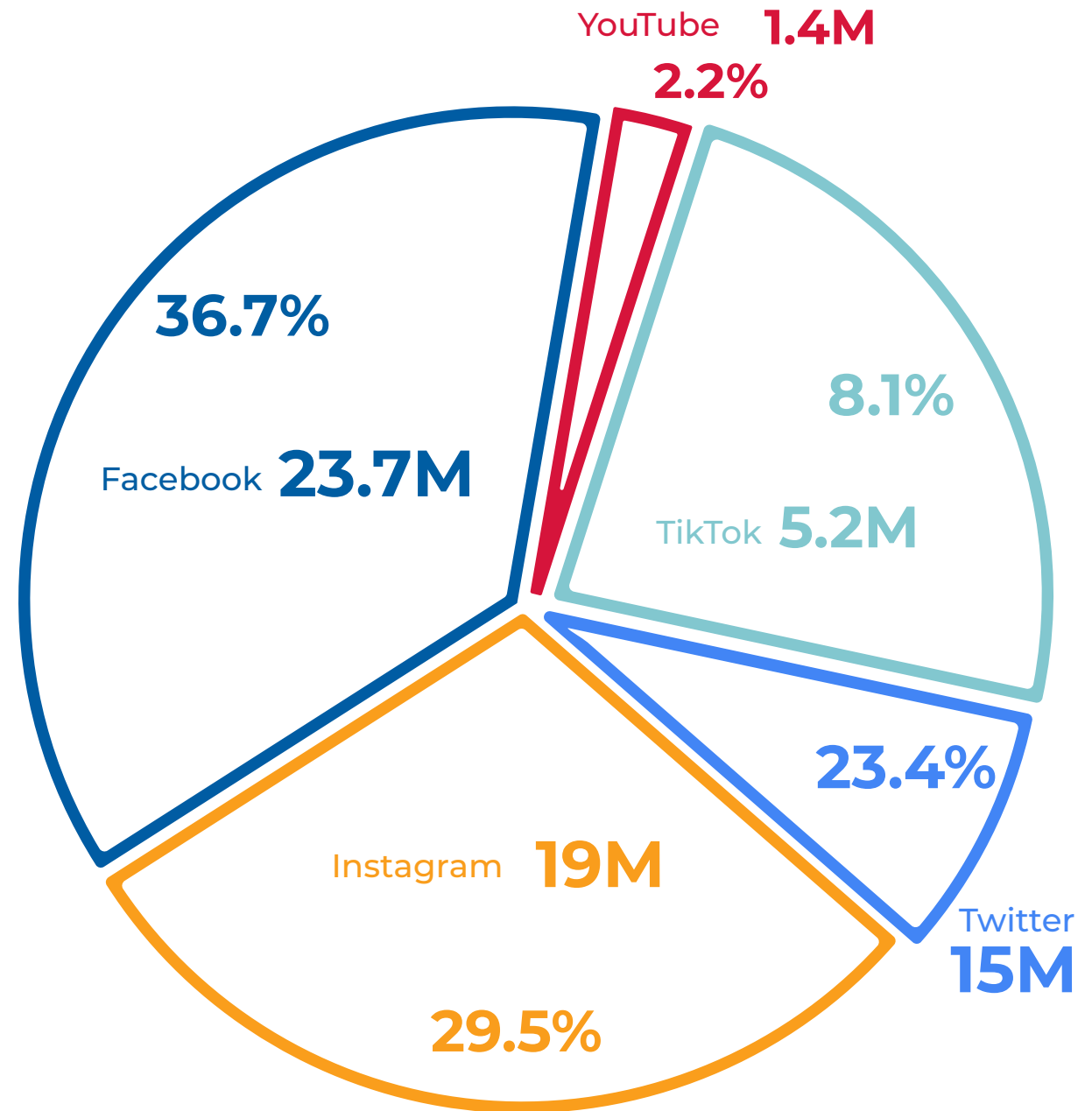
**64.6M** Followers

New Followers

**+4.7M**

Largest Follower Increase

**+1.77M** TikTok





## ABOUT BLINKFIRE ANALYTICS

Blinkfire Analytics is the leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, broadcast and Advanced TV. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire Analytics measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors across multiple platforms. Many of the world's top teams and leagues rely on Blinkfire Analytics' real-time, always-on platform for sports and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.

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

