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MISFITS GAMING GROUP: SOCIAL VALUATION, INFLUENCER STRATEGY, & CRYPTOCURRENCY

Q&A WITH WILL PAZOS - MGG/BLOCK BORN

BACKGROUND

Misfits Gaming Group x Blinkfire Analytics

At the beginning of 2022, Blinkfire Analytics partnered with Misfits Gaming Group (Misfits Gaming, Florida Mayhem, and Florida Mutineers) to help the esports organization track, value, and report social media and sponsorship data.

Blinkfire Analytics had the pleasure of speaking with Will Pazos, SVP of Block Born/ Misfits Gaming Group, about numerous topics, including why Misfits selected Blinkfire, their influencer strategy, and the growing focus on cryptocurrency.



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Why is working with Blinkfire so important to Misfits' overall social and digital strategy?

Going with Blinkfire means we get to choose both quality *and* quantity. With all Blinkfire's functionality, we can easily demonstrate our marketing potential to clients and keep internal stakeholders up-to-date. Blinkfire also offers verified data with fast turnaround — a must-have in the esports media landscape. Knowing that what you're sharing with clients is 100% correct is a massive relief, considering the amount of information we provide our sponsors.

What made you choose Blinkfire over your previous analytics provider?

We left our previous provider Zoomph and went with Blinkfire because Blinkfire is leaps ahead of their competitors in how they aggregate and visualize the data captured. We're able to easily track our channel growth as well as KPIs, and then share those findings with ease through Blinkfire's dashboards in a way that our internal stakeholders and partners can digest. In particular, the ability to track individual campaigns through logo detection and the playlist post feature has been a big boon to our reporting.

VALUATION TRANSPARENCY

By using Blinkfire's valuation, has it changed how you communicate value and earned media to partners?

It allows us to be straightforward and base our findings using Blinkfire's valuation foundation instead of a vague methodology. Blinkfire provides the variable factors and explanations. For example, Blinkfire's real-time ad rates across social media monitor paid media, giving us the most accurate values. This gives us a solid ground when determining our value in the industry.

How does the industry expertise and market know-how help your operations, and how does it translate into Blinkfire's products and services?

The out of the box product is what any top gaming company in the industry would want. Blinkfire's metrics, visual design, and management/process tools



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provided take care of our foundational analytics needs, giving us more time to focus on running our business. Blinkfire’s experience and expertise makes sure we’re able to use our experience to grow and innovate.

Why is it becoming standard practice (and so important) in esports to track, value, and report on sponsorship exposure and campaign activations?

Capital. Sponsors want to know how their impressions dollars are being used and where those impressions are. Facets like industry trends, historical insights, and activation tracking help us make sure we’re moving in the right direction and making informed decisions.

INFLUENCER STRATEGY

How big of a part does the talent network play in Misfits’ overall content strategy?

A significant one. Our influencer metrics are integral when it comes to ROI reporting for our partnership and marketing departments. Our sponsors are unique and so is our talent. Finding a way to pair the two is a fundamental part of what our brands are looking for.

How do you use Blinkfire to track influencer campaigns?

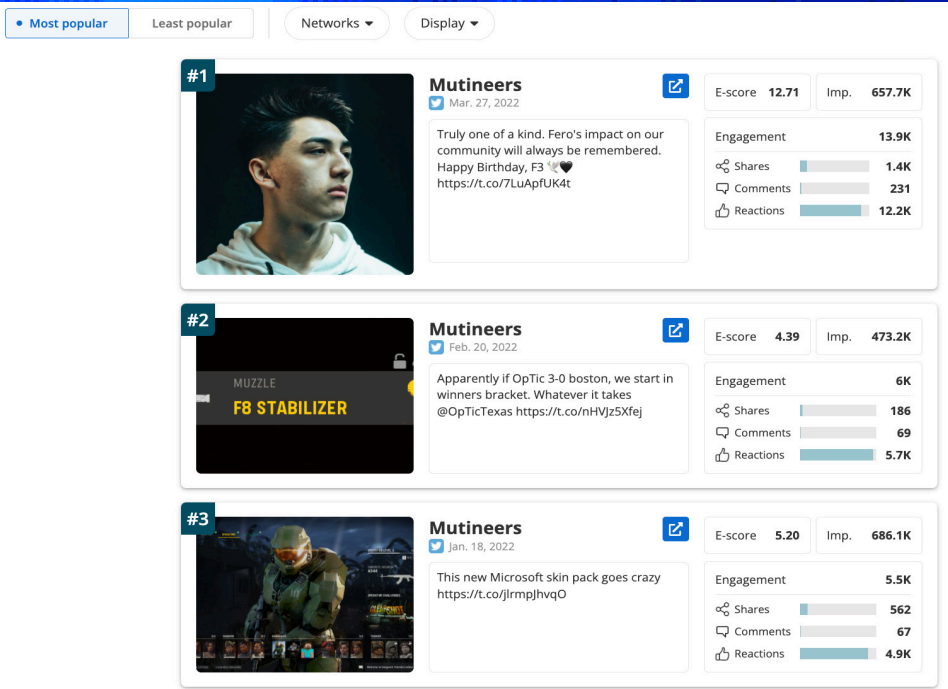
Using campaigns, we leverage our influencers vast reach and unique personalities to build a brand that is inclusive and focused on the community. We want to see our influencers grow as we grow alongside them! This allows us to bring in partners that align with us and see the value our engaged and varied community brings in.

What other reports are beneficial to your influencer strategy?

We also use Blinkfire’s ‘Daily Engagement’ and ‘Global Rankings’ — they are super helpful when we’re looking for benchmarking between networks and between our influencers. Each report’s succinct layout helps highlight campaign progress quickly.

Blinkfire’s ‘Streaming Report’ is a perfect example of the platform’s knowledge

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of the esports industry with the metrics provided, including CCV and average time watched. The metrics are exactly what Misfits and our sponsors are looking for, but the Blinkfire team already knows that.

Reports help us a lot, but it’s the automation that is key. Blinkfire makes sure we don’t need to constantly monitor. Daily email updates on our entities, dynamic dashboards, and scheduled reports make sure not only the data & analytics team is up-to-date, but also other departments.

ESPORTS SPONSORSHIP PACKAGES

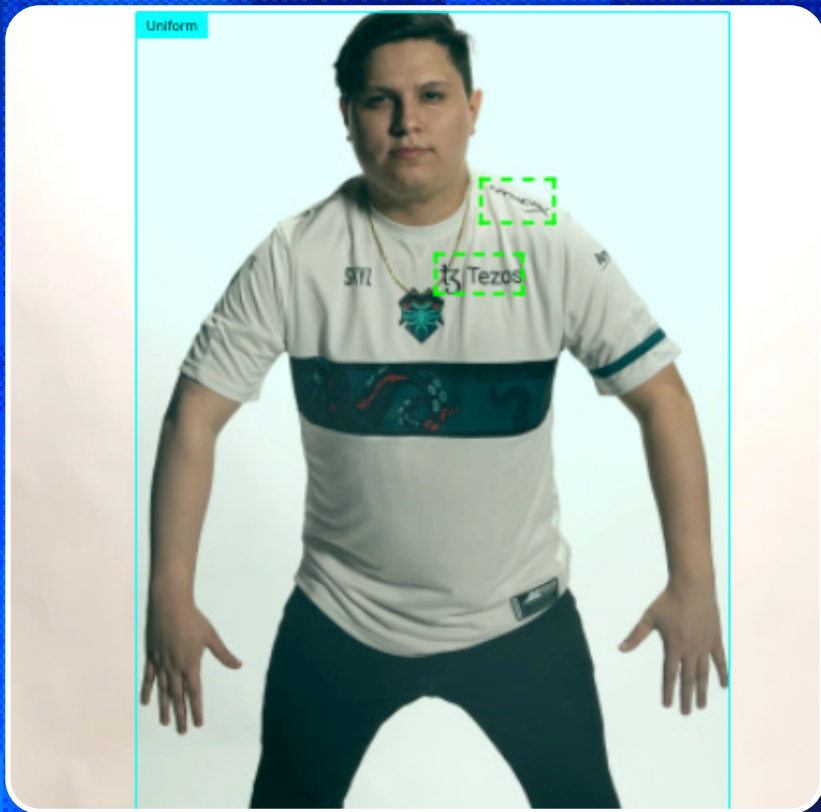
How are you using Blinkfire Inventory Manager to build out sponsorship packages?

Inventory Lists! A visual representation of our assets all in one place that can be shared is a huge plus. Then there’s the ‘Delivery & Reporting’ which has become our key go-to to track the completion of our sold deliverables. Blinkfire keeps us on schedule and gives us the ability to visualize pacing. This is an intangible pro as we continue to grow.

And, I can’t forget ‘My Campaigns’. We’re able to give true updates to our sponsors throughout the campaign tracking feature and provide internal, high level context on a regular cadence.

What are the benefits of integrating with Blinkfire’s API?

Blinkfire’s dashboards are comprehensive, but it’s always nice to have a little freedom when it comes to your data. Pulling from the API lets us mine and restructure our raw data when needed, and Blinkfire gives us that freedom. Extensive knowledge base, developer UI, plus responsive tech — we couldn’t ask for more.



“Together (Tezos and Misfits Gaming Group), we’re looking to create a passionate and niche gaming community where developers and gamers can connect.”

CRYPTO & THE BLOCKCHAIN

Misfits Gaming Group and Tezos announced a commercial partnership in March 2022. Congrats! With more esports teams signing crypto partners, how is your partnership different than what we’re seeing across the industry?

Thanks, we’re really excited about this partnership for a number of reasons. The commercial side of the partnership will see Tezos as the official blockchain partner for Misfits Gaming Group and include branding and sponsorship rights. You’ve probably noticed Tezos on our jerseys. The amazing part of the Tezos x MGG partnership and differentiator is the new blockchain gaming platform called Block Born. Tezos has the crypto and blockchain expertise, and MGG builds communities and speaks to audiences.

You’re now the SVP of Block Born. How did the concept of Block Born originate?

Block Born is a two-pronged initiative that is both a launchpad for blockchain projects and a platform to develop communities and esports support. Together, we’re looking to create a passionate and niche gaming community where developers and gamers can connect. Tezos also has one of the lowest transaction fees and is one of the cleanest in terms of carbon emissions, which was important to us. Ultimately, we want to be a platform to think and innovate on the future of the blockchain.

NFTs and fan tokens have taken off the last two years, but like any market — there’ve been winners and losers. How is Block Born thinking about the blockchain for esports? What pillars are you focusing on to create “communities and esports support”?

We’re all about educating and connecting talent with “cool, new games that don’t suck.” The Tezos partnership and Block Born are taking the “anti pay to win”, meaning we’re removing the many issues that arise with esports plus the blockchain. Esports enthusiasts can play the games they love while driving affinity and trust. In no way are we saying that fan tokens and NFTs don’t work; some people are just scarred from bad actors in the space over the last couple of years. We’re envisioning the next few years to be centered around increasing the utility and ownership rather than value.



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, 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 brands, teams, and leagues rely on Blinkfire Analytics' real-time, always-on platform for sports, esports, and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.

To learn more about Blinkfire Analytics, email bizdev@blinkfire.com or visit www.blinkfire.com.

