

EIS

MSA
MANAGERSPORTVIASSOCIATI

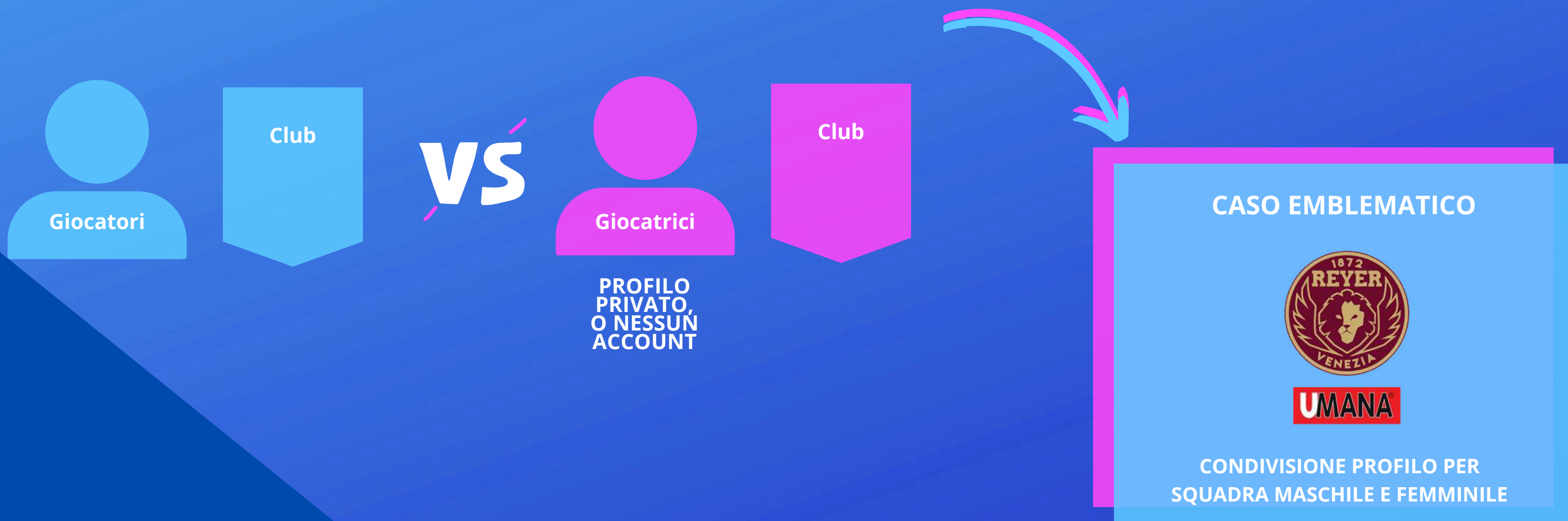


SERIE SOCIAL

**CHI VINCE IL CAMPIONATO DI BASKET SU
INSTAGRAM?**

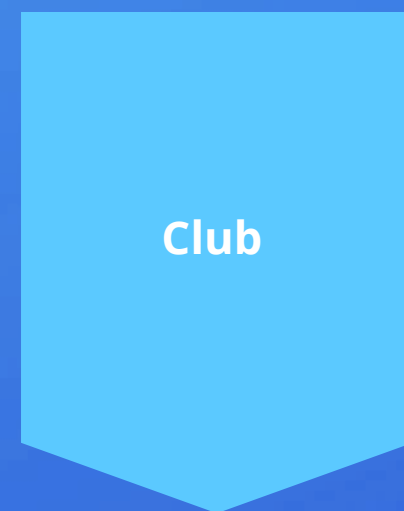
PROFILI SOCIAL

ATLETII E CLUB MASCHILI HANNO UNA PRESENZA MOLTO MAGGIORE SU INSTAGRAM IN TERMINI DI PROFILI APERTI



NUMERO DI FOLLOWER

N° FOLLOWER CLUB MEDIO



47 MILA > 4 MILA

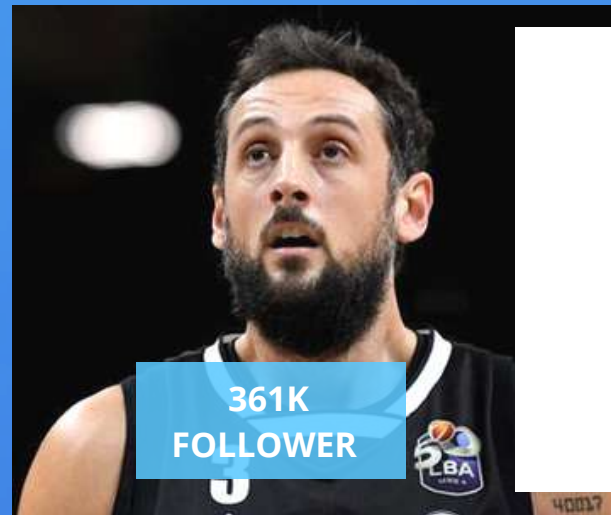
N° FOLLOWER ATLET* MEDI*



35 MILA > 17 MILA

IL 75% DELLE GIOCATRICI
HA MENO DI 5000
FOLLOWER

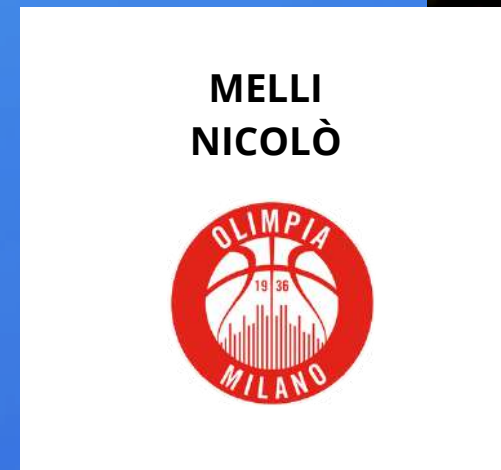
NUMERO DI FOLLOWER



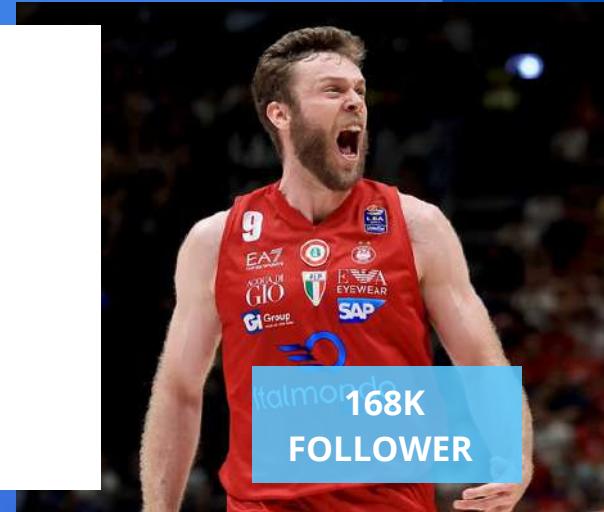
BELLINELLI
MARCO



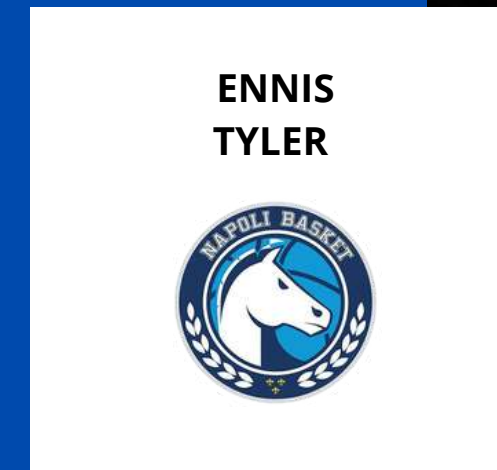
361K
FOLLOWER



MELLI
NICOLÒ



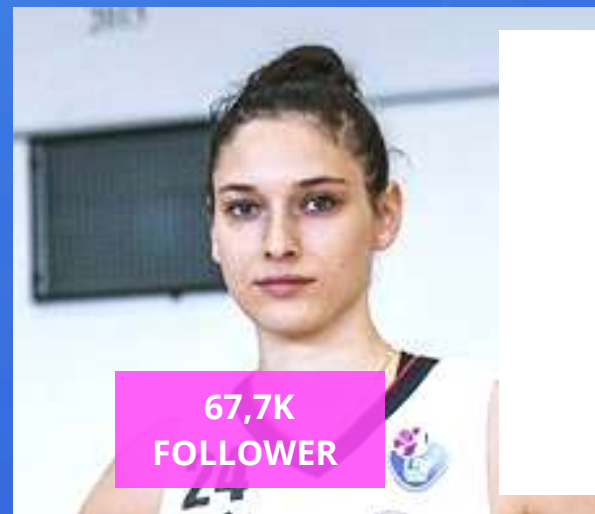
168K
FOLLOWER



ENNIS
TYLER



98,9K
FOLLOWER



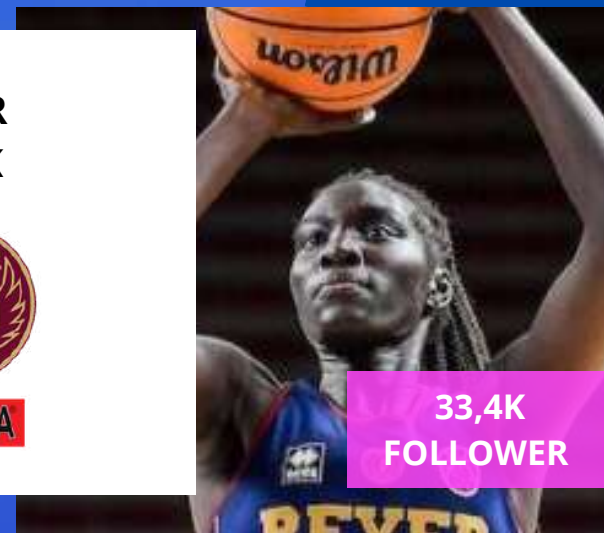
ZANDALASINI
CECILIA



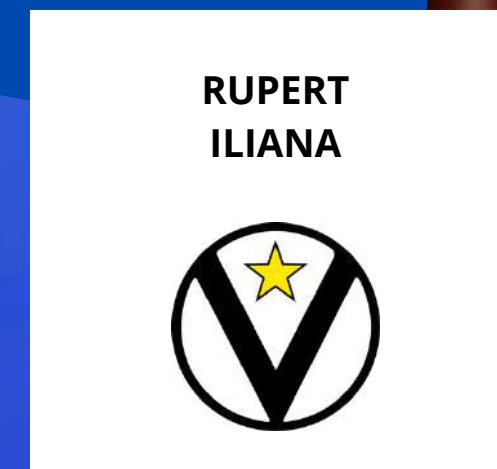
67,7K
FOLLOWER



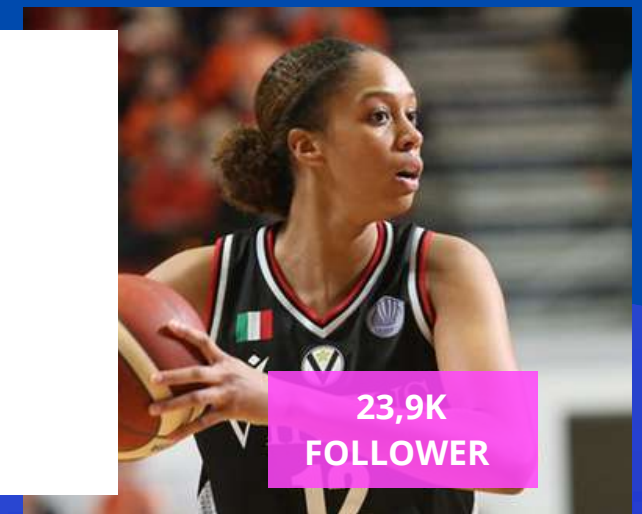
KUIER
AWAK



33,4K
FOLLOWER



RUPERT
ILIANA

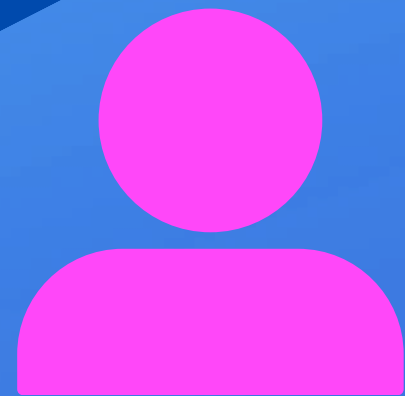


23,9K
FOLLOWER



ENGAGEMENT RATE

ENGAGEMENT RATE
MEDIO



12 %



10 %

TOP PLAYER
LBA



COLBEY ROSS

Engagement rate

19,41%

TOP PLAYER
LEGA BASKET FEMMINILE



ILARIA PANZERA

Engagement rate

23,42%

TARGET FAN BASE



VS



25-34 ANNI
(Millennials)

18-24 ANNI
(Generazione Z)



RANKING SCORE VIRALITY

RANKING MEDIO ATLET*



TOP PLAYER
LBA



ACHILLE POLONARA

68

TOP PLAYER
LEGA BASKET FEMMINILE

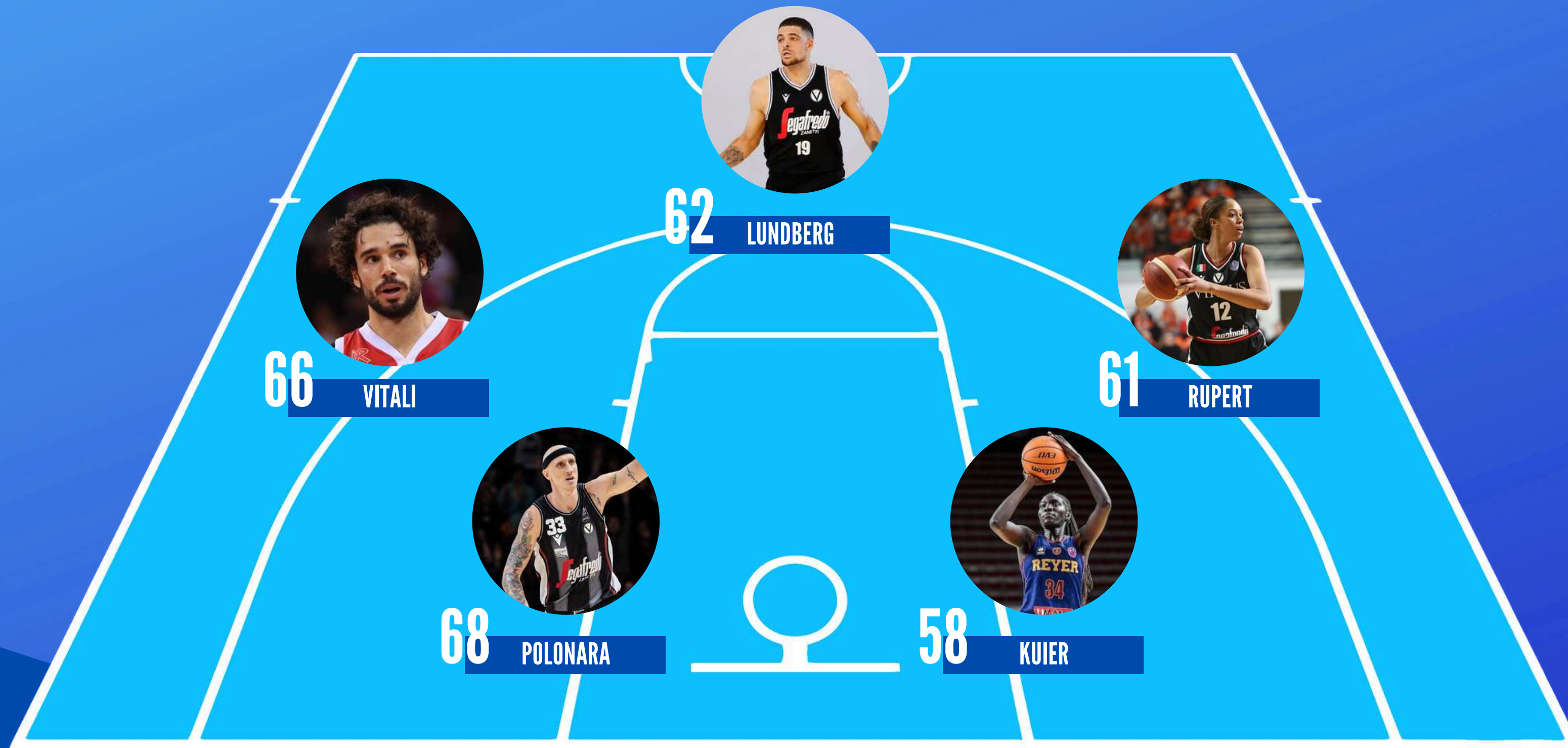


ILIANA RUPERT

61

SERIE SOCIAL

RANKING SCORE VIRALITY



NOTA METODOLOGICA

AI FINI DEL REPORT SONO STATI CONSIDERATI I PROFILI BUSINESS INSTAGRAM DEI GIOCATORI E DELLE SQUADRE DI BASKET DI SERIE A MASCHILE E DI SERIE A1 FEMMINILE.

IN TUTTO SONO STATI ANALIZZATI 94 ACCOUNT, 75 PERSONALI E 19 CLUB.

LA RACCOLTA DEI DATI È STATA EFFETTUATA NEL MESE DI APRILE 2024.