

CASE STUDY

San Jose Earthquakes partners with Blinkfire Analytics, grows sponsorship exposure

CHALLENGE

Heading into the 2019 season, the San Jose Earthquakes went through a few off-season transitions: hired a new coach and rebuilt their digital media & marketing teams. San Jose partnered with Blinkfire Analytics to track and value sponsorship exposure and unlock new ways to integrate partners into social and digital content.

SOLUTION

After inserting Verizon on the team's quote graphics, the Earthquakes used the Blinkfire Analytics "Media Kit" and "Scene Value Report" to show the average engagement per image across social media accounts and track how the Verizon-sponsored quote graphic performed.

Through the first three months of the season, quote graphics earned 10% more engagements compared to the Sharks' overall average engagement per image (across social channels). San Jose realized that sponsored content, when executed correctly, can not only receive higher engagement, but also tell a great brand story.

At the end of the 2019 season, outside of San Jose Earthquakes' naming rights and jersey sponsors, Verizon drove the most value across the team's social media channels, with more than 95% of value from the quote graphic activation.



Quote Graphic

QUOTE GRAPHICS

10% increase in engagements

95% of Verizon value driven by quote graphic



Blinkfire Analytics is the leading business intelligence & marketing analytics platform to evaluate sports, 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 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 info@blinkfire.com or visit www.blinkfire.com.

