

**Who are my fans?**

**DIGITAL FITNESS CHECK**

SEASON 2021  
 06.03.2021-12.12.2021

**Do I use my Fan Potential?**

**Which platforms do they use?**



**POTENTIAL & VALUE CREATION**

**Does my agency do a good job for me?**

**What is the range of my posts?**



**REACH**

**How can I increase the Reach of my posts?**

**What drives my Fan Interactions?**



**INTERACTIONS**

**Do I post the right content?**

**How do I achieve more with the same budget?**



**POSTING EFFICIENCY**

**Where do I get good Campaign ideas?**

**How much can I charge for my digital assets?**



**MEDIA VALUE**

**What is the ROI on my Campaigns?**

**Is TikTok worthwhile? If not now, when?**



**SPECIAL ANALYSIS**

**+ IRIS USPs**

- Consistent data for strategy, monitoring, evaluation and analysis
- Full transparency about ALL activities, all posts
- Full content coverage (owned, paid, earned)
- Your choice of Benchmarks
- Global Brands and Fan tracking
- Neutral, no agency dependency
- 360° Service End-to-End



**+ YOUR BENEFITS**

- Additional sponsorship
- Time effective and better basis for Decision-Making
- Reduce dependency on agencies
- Campaign and event performance
- Complete post transparency
- Sales support and sponsor acquisition
- Widely accepted sponsor-validations
- Facts and data for PR
- Industry-recognized methodology