

Who are my fans?

DIGITAL FITNESS CHECK

SEASON 2020/2021
01.10.2020-30.04.2021

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
- Campaign and Event Performance



+ YOUR BENEFITS

- Better cooperation, rational facts
- Time effective and better basis for Decision-Making
- Reduce dependency on agencies
- Campaign and event performance
- Complete post transparency
- More successful sponsorships
- Widely accepted sponsor-validations
- Facts and data for PR
- Industry-recognized methodology