

## CASE STUDY

# How Deceuninck-Quick-Step grew partnerships with real-time social media analytics

## CHALLENGE

Deceuninck-Quick-Step Pro Cycling Team (Deceuninck), one of the top cycling teams in the world, was looking to become pioneers on social media. Deceuninck generated most brand exposure through traditional assets, but did not focus on organic exposure from cycling jerseys, step and repeats, and bike partners. In 2019, the team partnered with Blinkfire Analytics to increase social media metrics (value, engagement, reach) and report to partners on a regular cadence.



## SOLUTION

Because of Blinkfire Analytics' exportable PowerPoint reports, Deceuninck sent recaps to their partners on a monthly basis, providing digital and social media insights to drive further partnership agreements.

When Julian Alaphilippe led the Tour de France in 2019, Deceuninck took advantage of Blinkfire Analytics' real-time capabilities.

Deceuninck's main focus going forward is to not only improve their social media numbers (engagements, impressions, reach), but also report internally and recognize potential brand partner opportunities on social media. The team has started to work on analyzing their birthday posts to equip the sales and partnership teams with insights when pitching potential sponsors.

During the 2019 Tour de France, Deceuninck's Instagram channel saw engagement increase 130% compared to 2018.

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](mailto:info@blinkfire.com) or visit [www.blinkfire.com](http://www.blinkfire.com).

