



# THE VOLLEYBALL LEAGUE

## REPORT

A data-driven digital analysis focused on volleyball





IQUII was born in 2011 and founded by two partners, Mirko and Fabio. The initial activity was focused on IT and security services. Its business model was reorganized in 2012, focusing on new mobile/web technologies.

In 2013 IQUII integrated Digital Marketing and consultancy services in its commercial offer. In 2013 the company started a Wearable-IoT lab in order to position itself in Italy as the development leader of embedded software, mobile software, wearable technologies and User Experience.

Today IQUII is a company which is strongly growing and quickly expanding abroad. From 2016 IQUII is part of the group "Be", a multinational company which is quoted on the Italian stock exchange.

We focus on the key areas of digital projects in order to enable new business models and new opportunities through technologies. We realize creative communication strategies, enhanced by method and experience. We deeply explore trends and opportunities merging knowledge, research and extended vision. We lead our clients through innovative paths to connect people and brands, combining listening skills, engagement and experimentation.

**We are**  
**Digital Enablers**



Summary

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In August 2017 IQUII Sport has been launched, the Business Unit designed to study and deepen four Sport Industry areas:



## SPORT MARKETING & FAN ENGAGEMENT

Understanding main stakeholders' strategies and anticipating Sport Industry trends, to engage the fan inside and outside the venue with membership, loyalty, proximity and sport retail strategies.



## INNOVATION TECHNOLOGY & SPORT PLATFORMS

Outlining the relationship between sport and new technologies, deepening CRM and membership platform development studying technologies for clubs, associations and sports events.



## DATA MONETIZATION

Developing data-driven strategies to support stakeholders, aiming to create value from data both directly and indirectly, and integrating online and offline touchpoints.



## INSIGHTS & REPORTS

Collecting and analysing data, producing reports and infographics about clubs, players, events and the new eSports scenario.



Nowadays, the implementation of a strategy needs to be planned with a data-driven approach.

With this in mind, our three reports were born:

- **"The European Football Club"** Report for football,
- **"The Basketball League"** Report for basketball and
- **"The Volleyball League"** Report for volleyball.

These studies deal with the presence of the main stakeholders of the related sports on social media, highlighting variations and overtakes on a monthly basis.

The aim of IQUII Sport is to realize and to offer tools supporting clubs, brands and athletes in the acquisition, engagement, loyalty and monetization of their own fanbases.

## OUR CLIENTS





# Fanize

**ENGAGE FANS**  
**MONETIZE THEM**

CONTACT US

OR GO TO [FANIZE.IT](https://fanize.it)



The fan engagement and loyalty platform based on gamification and rewarding dynamics, able to engage the user in the transactional phase (after the purchase) and in the pre-transactional one.



The tool to centralize the authentication and the building of users' records, aggregating data, profiling and acquiring relevant info to create a structured database.



The touchpoint, based on an own algorithm, to activate new revenue models, realizing targeted campaigns and even more solid and effective loyalty & membership strategies.

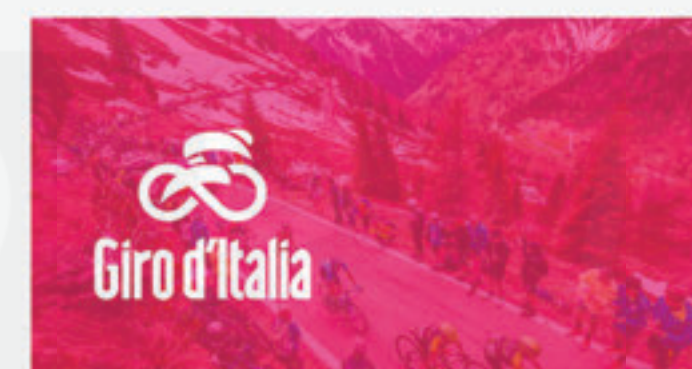
## WHO CHOSE US



FIR - FEDERAZIONE ITALIANA RUGBY



FROSINONE CALCIO



GIRO D'ITALIA



VIRTUS BOLOGNA





## OUR HUB YOUR STRATEGY

CONTACT US

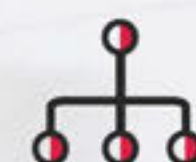
OR GO TO [SPORTXP.NET](https://SPORTXP.NET)



The sport platform designed to offer a complete fan experience able to transform the fan from just a user to an active part of the community.



The new frontier of fan engagement where supporters will experience personalised features dedicated to the world of their club.



The software born to acquire a constant flow of data and to optimise the acquisition, membership and monetization processes.

## WHO CHOSE US



SKI WORLD CUP FINALS CORTINA 2020



FIR - FEDERAZIONE ITALIANA RUGBY



INTERNAZIONALI BNL D'ITALIA



SIR VOLLEY PERUGIA



FROSINONE CALCIO



VENEZIA FC



VIRTUS ROMA





**WE ASSIST  
YOU SCORE**

CONTACT US

OR GO TO [PLAYERXP.IT](https://playerxp.it)



The web and mobile platform designed to make the athlete a real brand, turning him into a strategic asset for the business world.



The innovative digital space to get in touch with the fanbase in a new and deeper way, for a closer and more interactive relationship.



The sport platform aimed at optimising the fans' data gathering process and improving their engagement.

## WHO CHOSE US



GIANLUIGI BUFFON



GIORGIO CHIELLINI



LORENZO INSIGNE



# Volleyball Competitions included in this overview

MEN'S FIRST DIVISION

13 CLUBS



**SUPERLEGA**

WOMEN'S FIRST DIVISION

14 CLUBS



Lega Pallavolo  
Serie A Femminile

**SERIE A1**

ITALY



# ITALY SnapShot / Men's First Division



13

CLUBS

Total Men's First Division volleyball clubs analyzed.

7

BRANDS

Total Men's First Division sport brands analyzed.

1.2 M

+ 1.51%\*

FANS

Total Facebook, Twitter, Instagram, YouTube fans of the Men's First Division volleyball clubs analyzed.

\*[from December 25, 2019 to January 27, 2020]



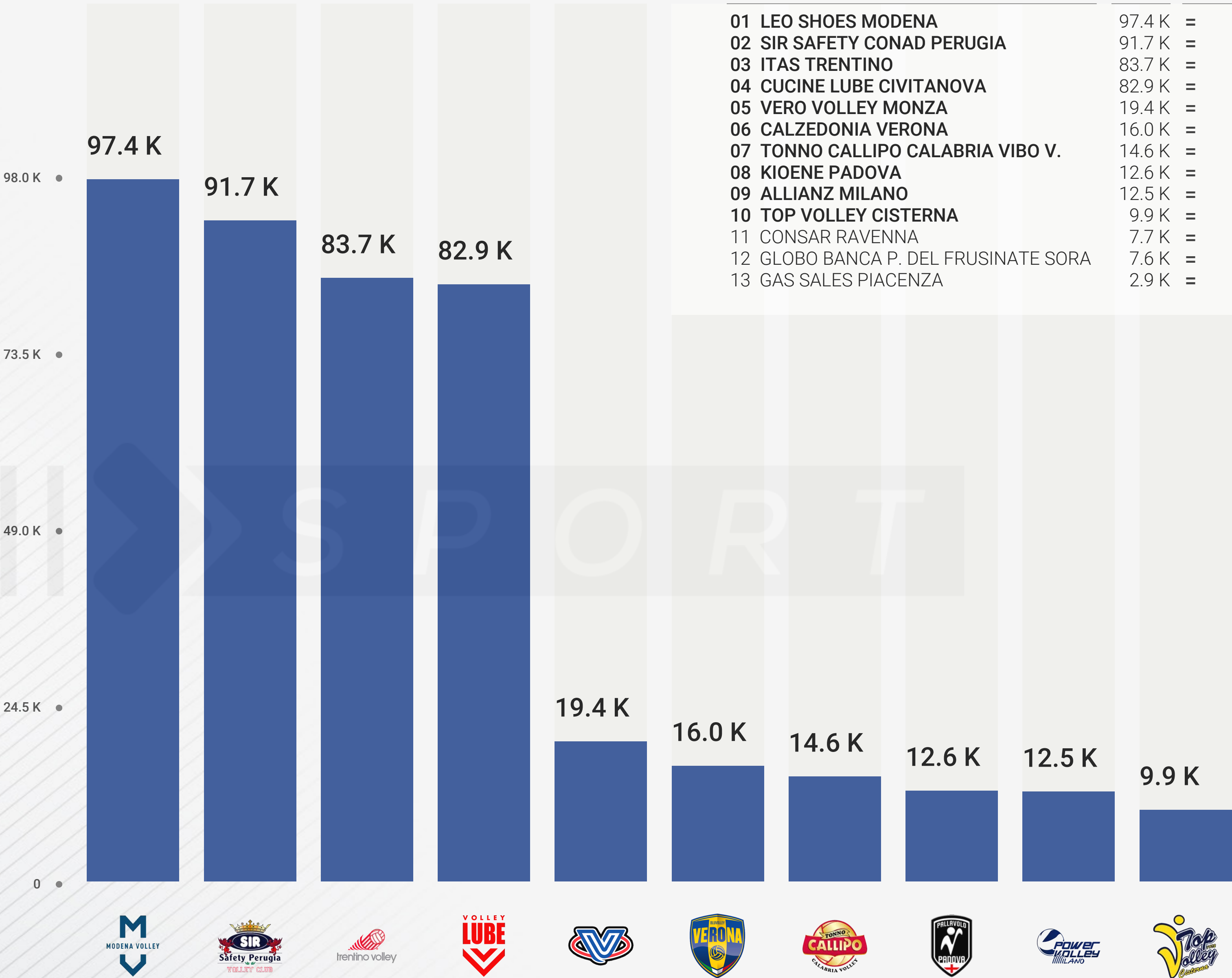
SUPERLEGA **Facebook**

TOTAL FANBASE

459 K



Ranking of the men's **Superlega** volleyball clubs on Facebook.



\*[from December 25, 2019 to January 27, 2020]

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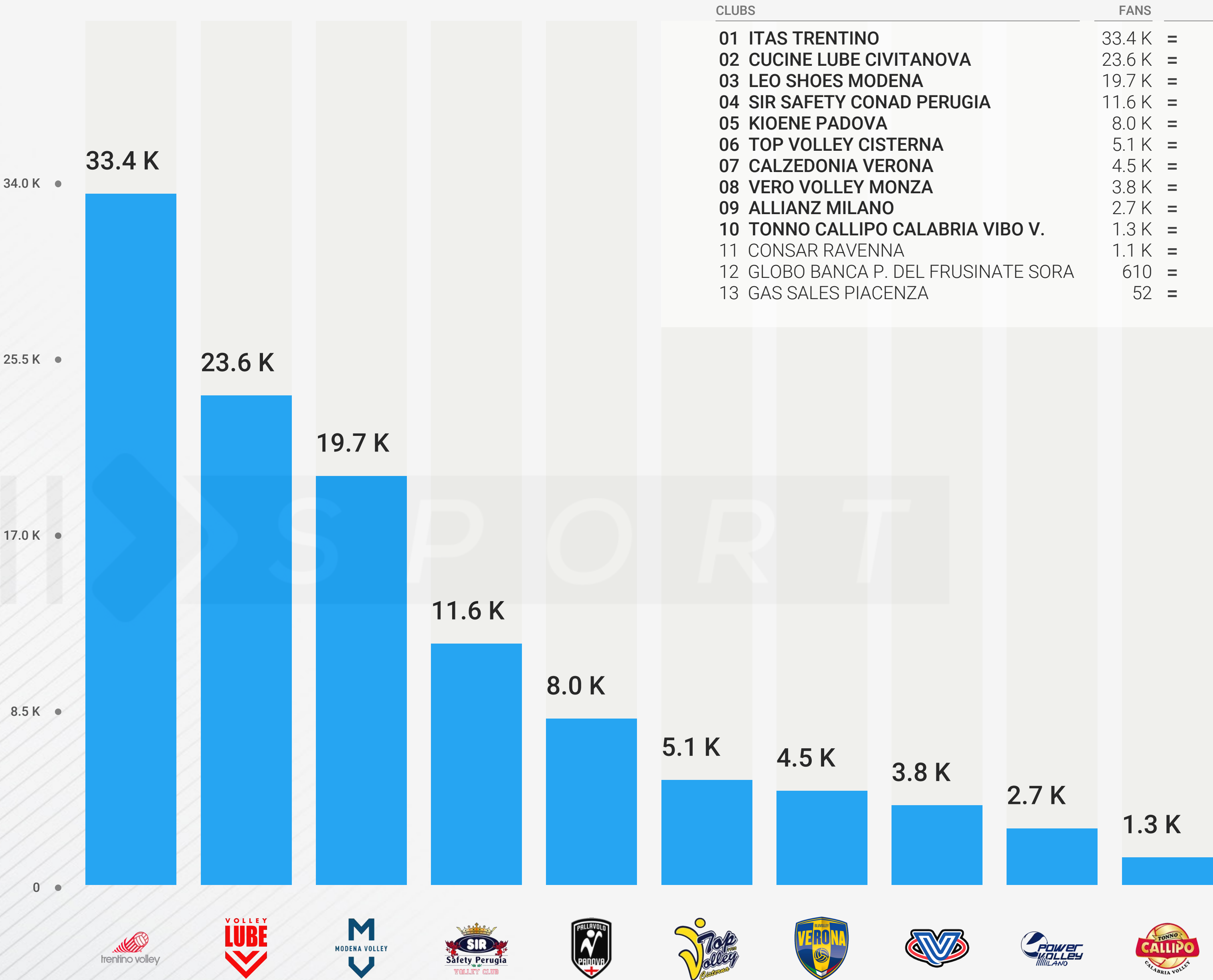


TOTAL FANBASE

116 K



Ranking of the men's **Superlega** volleyball clubs on Twitter.



\*[from December 25, 2019 to January 27, 2020]

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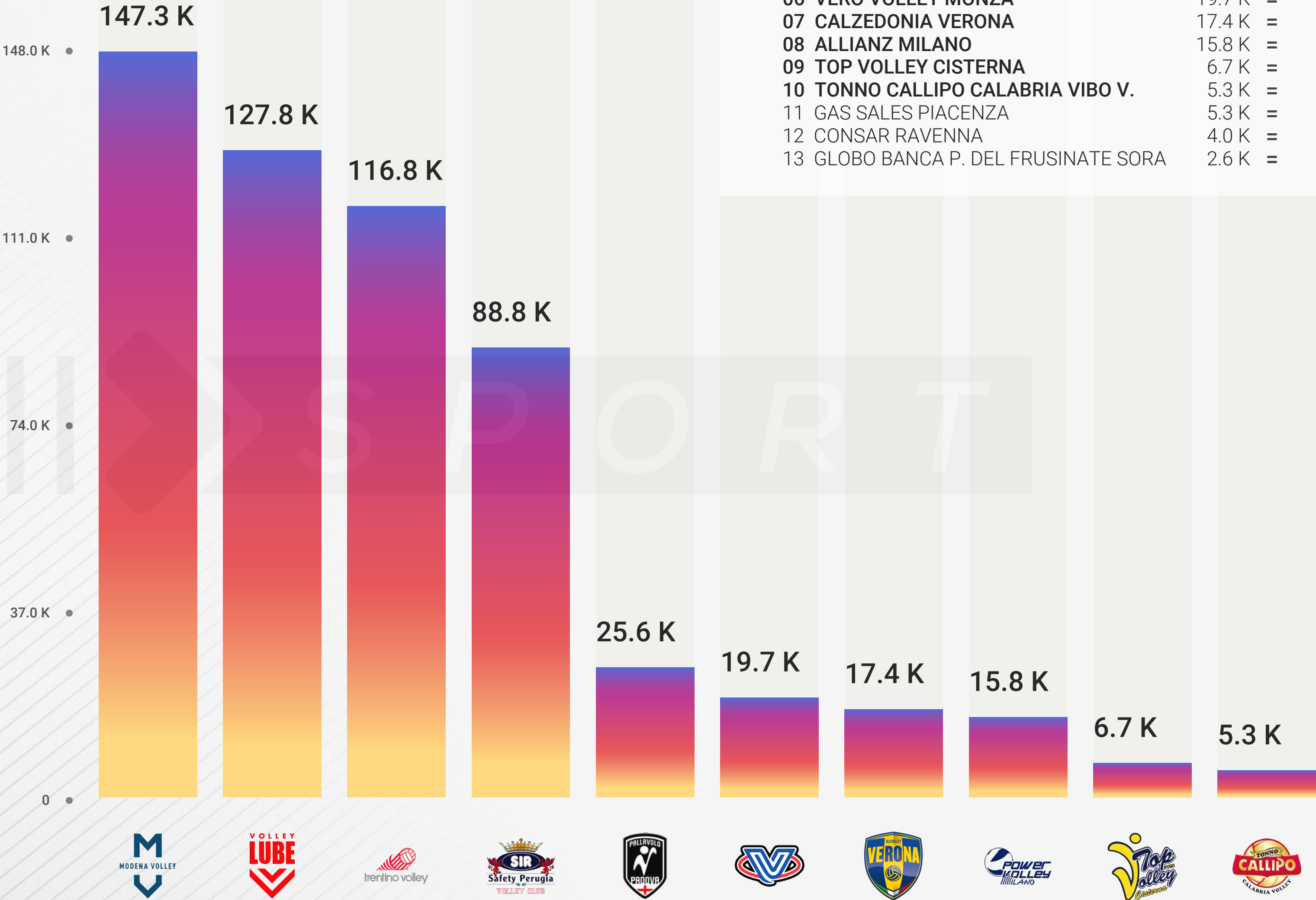
SUPERLEGA **Instagram**

TOTAL FANBASE

583 K



Ranking of the men's **Superlega** volleyball clubs on Instagram.



\*[from December 25, 2019 to January 27, 2020]

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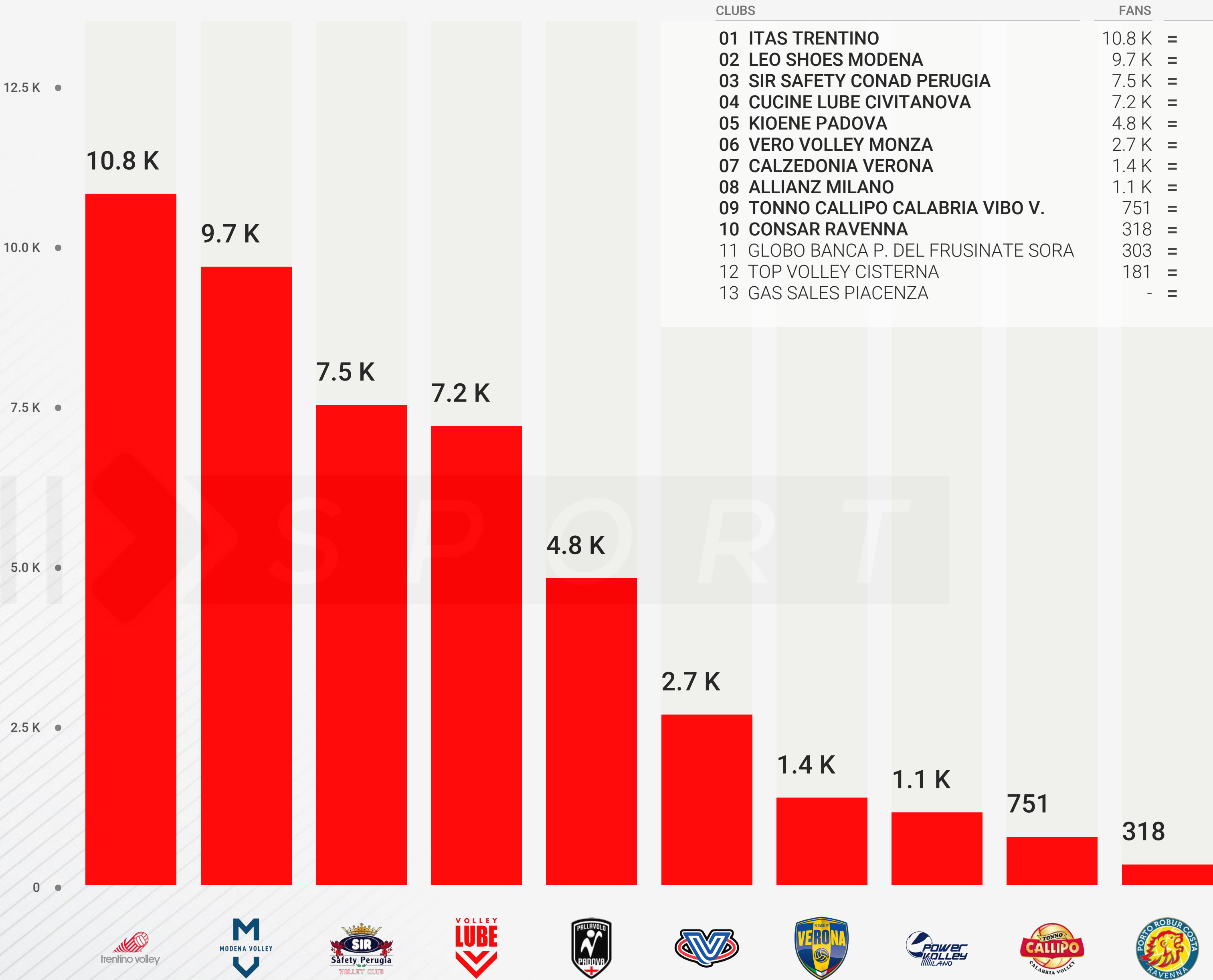


TOTAL FANBASE

47 K



Ranking of the men's **Superlega** volleyball clubs on YouTube.



\*[from December 25, 2019 to January 27, 2020]

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SUPERLEGA Social

TOTAL FANBASE

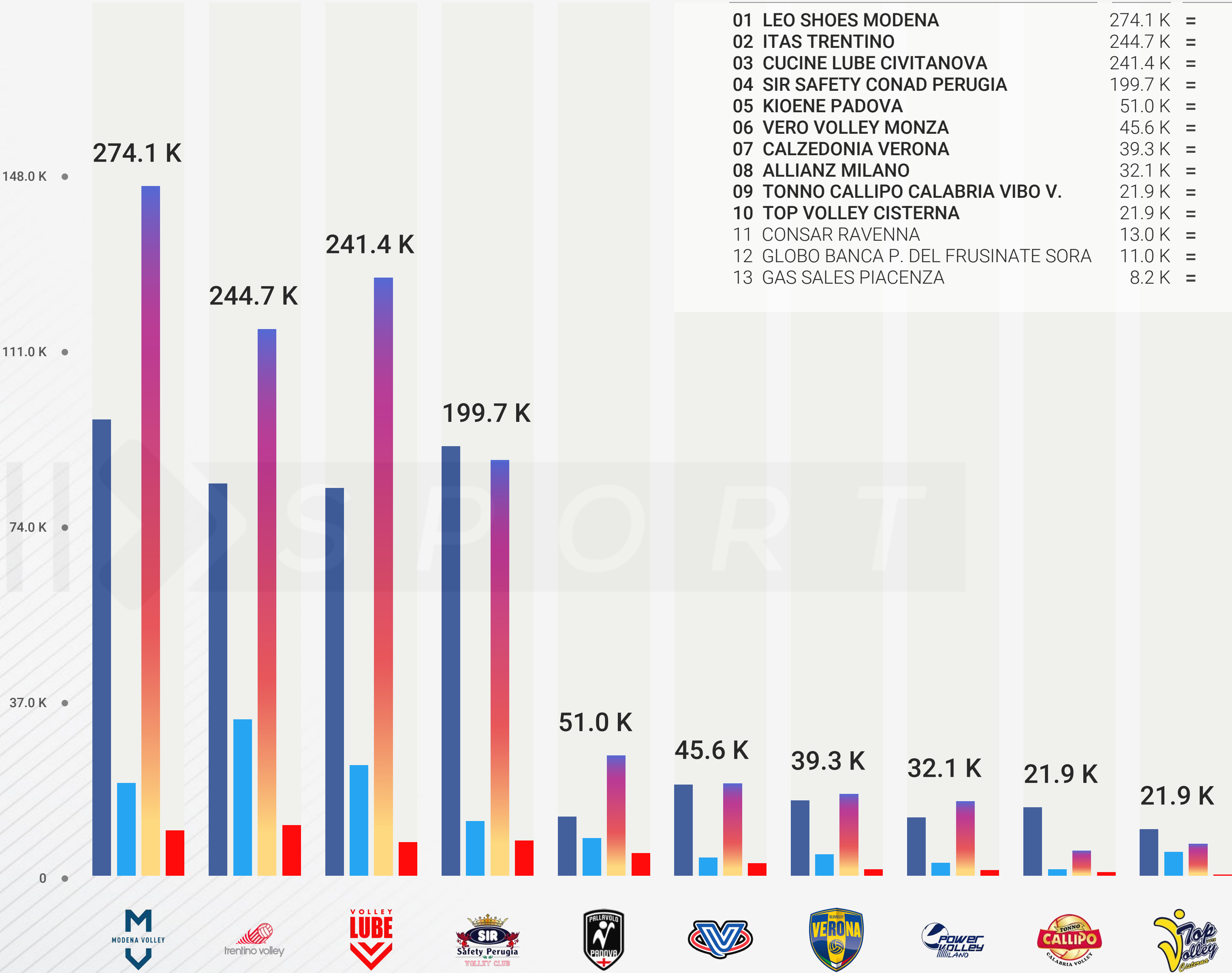
1.2 M



Ranking of the men's **Superlega** volleyball clubs based on the aggregate Facebook, Twitter, Instagram and YouTube fanbases.

\*[from December 25, 2019 to January 27, 2020]

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SUPERLEGA Brands



TOTAL FANBASE

1.2 M



Potential Social Media exposition of the **Sport Brands** in relation to the total fanbase of the 13 sponsored Superlega volleyball clubs.

\*[from December 25, 2019 to January 27, 2020]

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## SUPERLEGA Brands



Coverage of the **Sport Brands**  
in relation to the 13 sponsored  
**Men's First Division** volleyball clubs.



\*[from December 25, 2019 to January 27, 2020]

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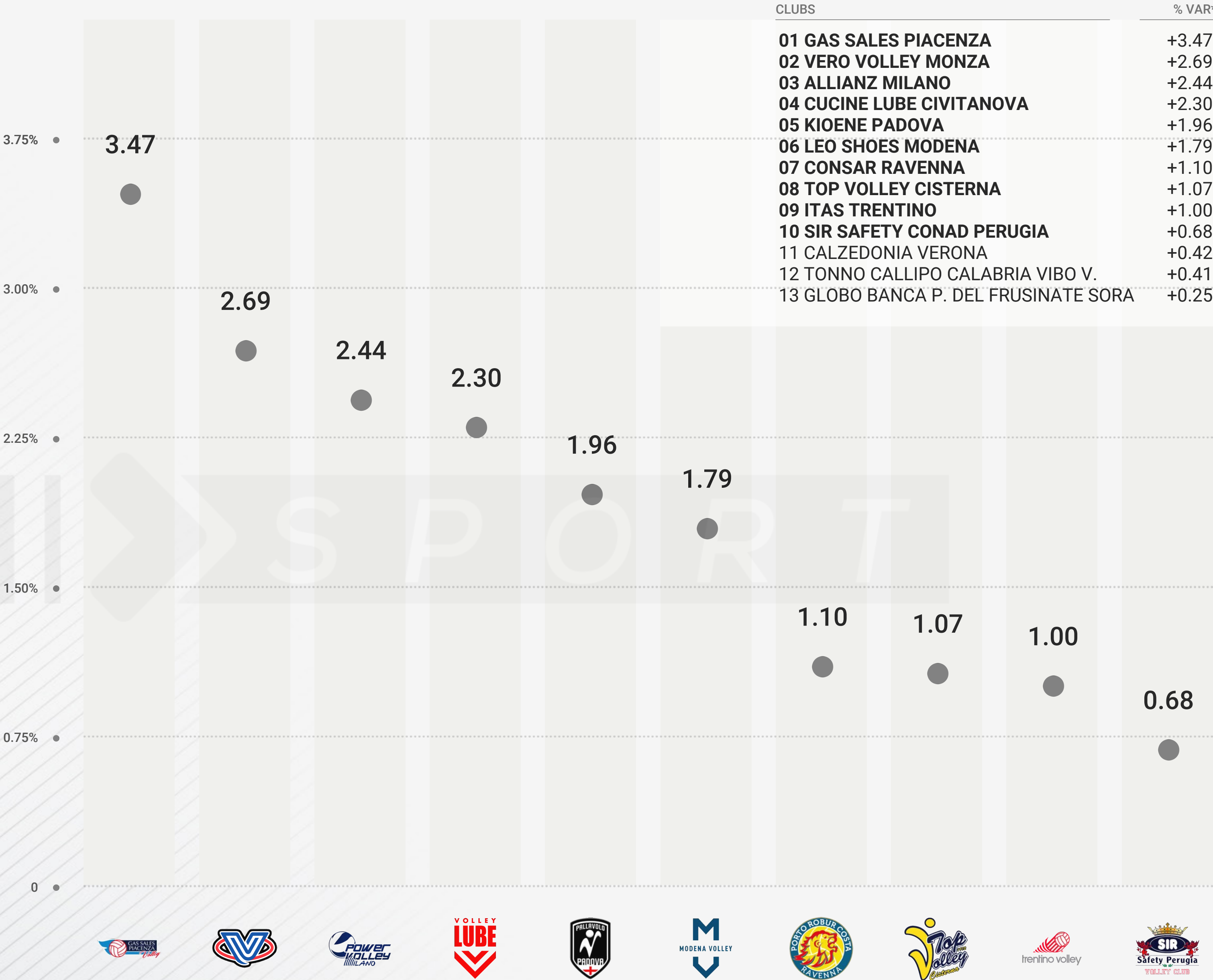
SUPERLEGA Grown Up



Ranking of the most grown up **Superlega** volleyball clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

\*[from December 25, 2019 to January 27, 2020]

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# ITALY SnapShot / Women's First Division



**14**

**CLUBS**

Total Women's First  
Division volleyball clubs  
analyzed.

**9**

**BRANDS**

Total Women's First  
Division sport brands  
analyzed.

**521 K**

**+ 1.34%\***

**FANS**

Total Facebook, Twitter,  
Instagram, YouTube fans  
of the Women's First  
Division volleyball clubs  
analyzed.

\*[from December 25, 2019 to January 27, 2020]



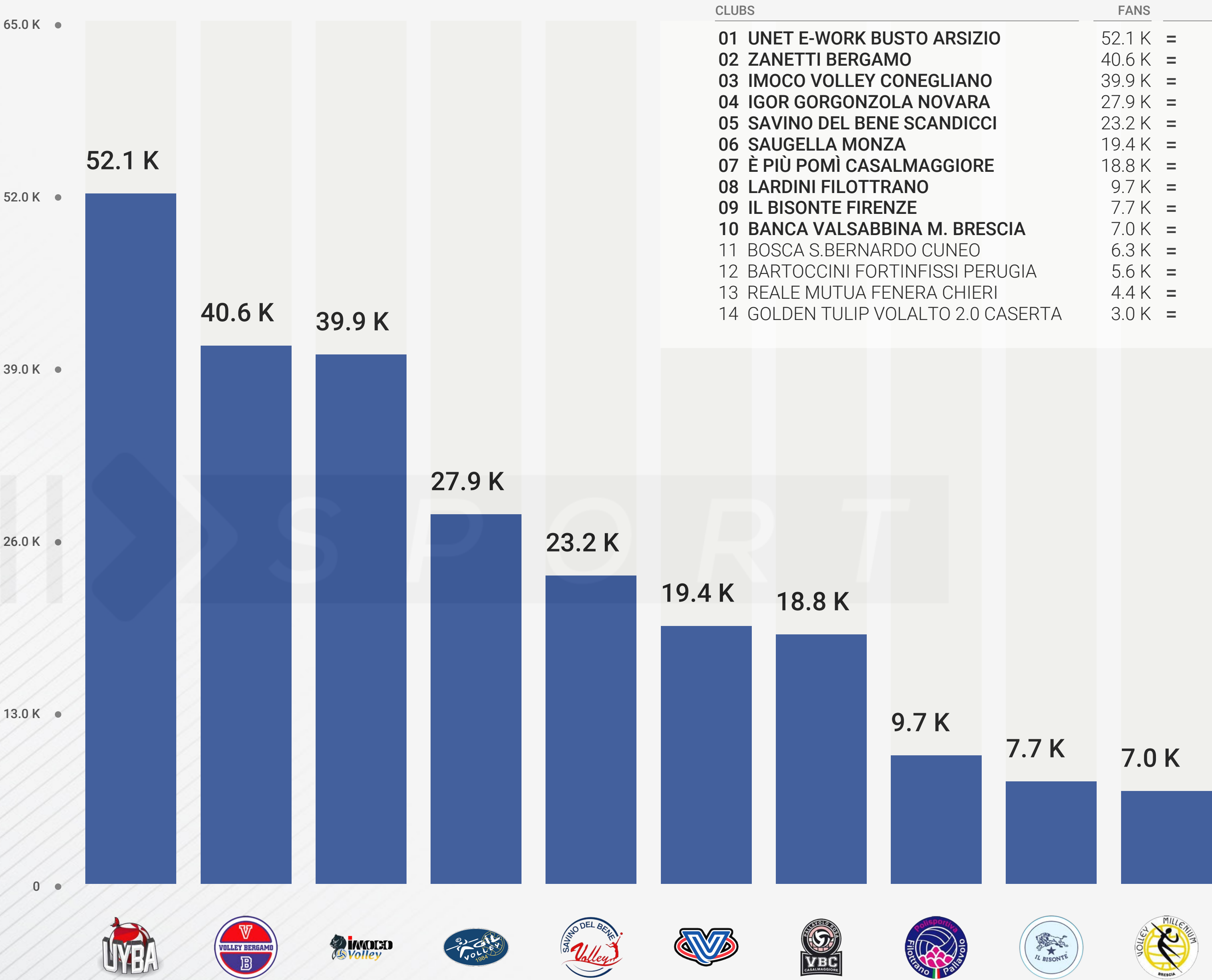
SERIE A1 Facebook

TOTAL FANBASE

266 K



Ranking of the women's **Serie A1** volleyball clubs on Facebook.



\*[from December 25, 2019 to January 27, 2020]

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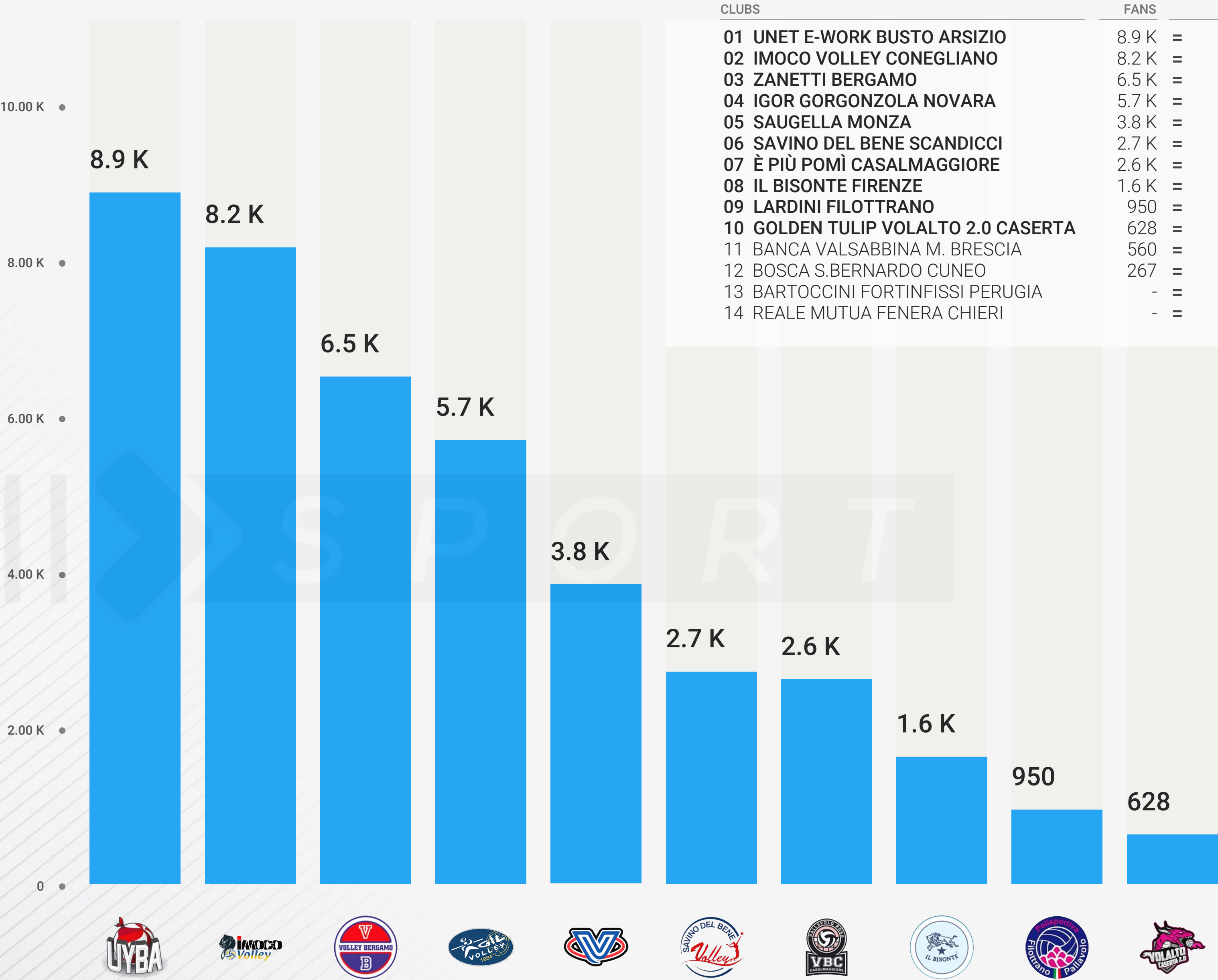
SERIE A1 **Twitter**

TOTAL FANBASE

42 K



Ranking of the women's **Serie A1** volleyball clubs on Twitter.



\*[from December 25, 2019 to January 27, 2020]

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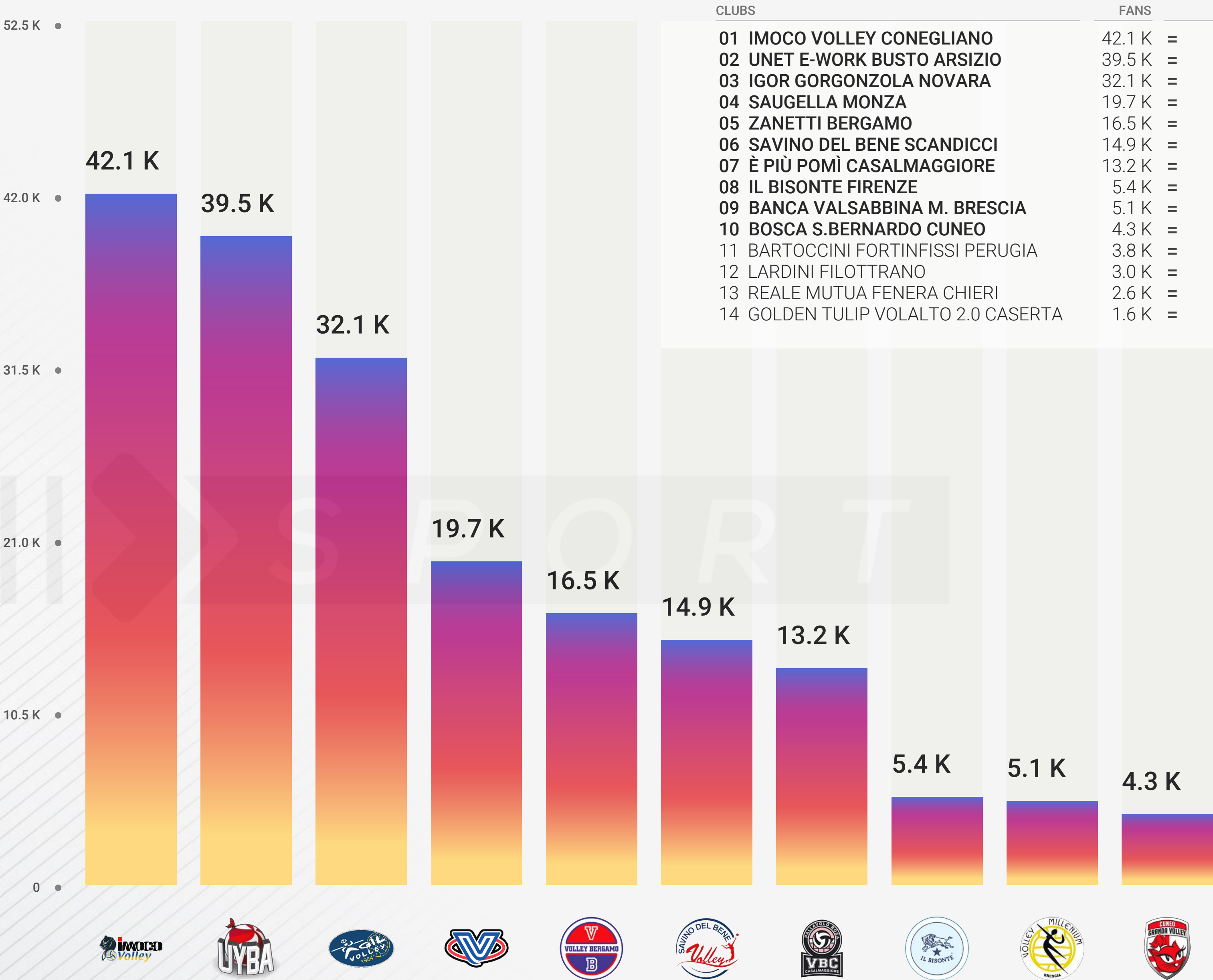
SERIE A1 **Instagram**

TOTAL FANBASE

204 K



Ranking of the women's **Serie A1** volleyball clubs on Instagram.



\*[from December 25, 2019 to January 27, 2020]

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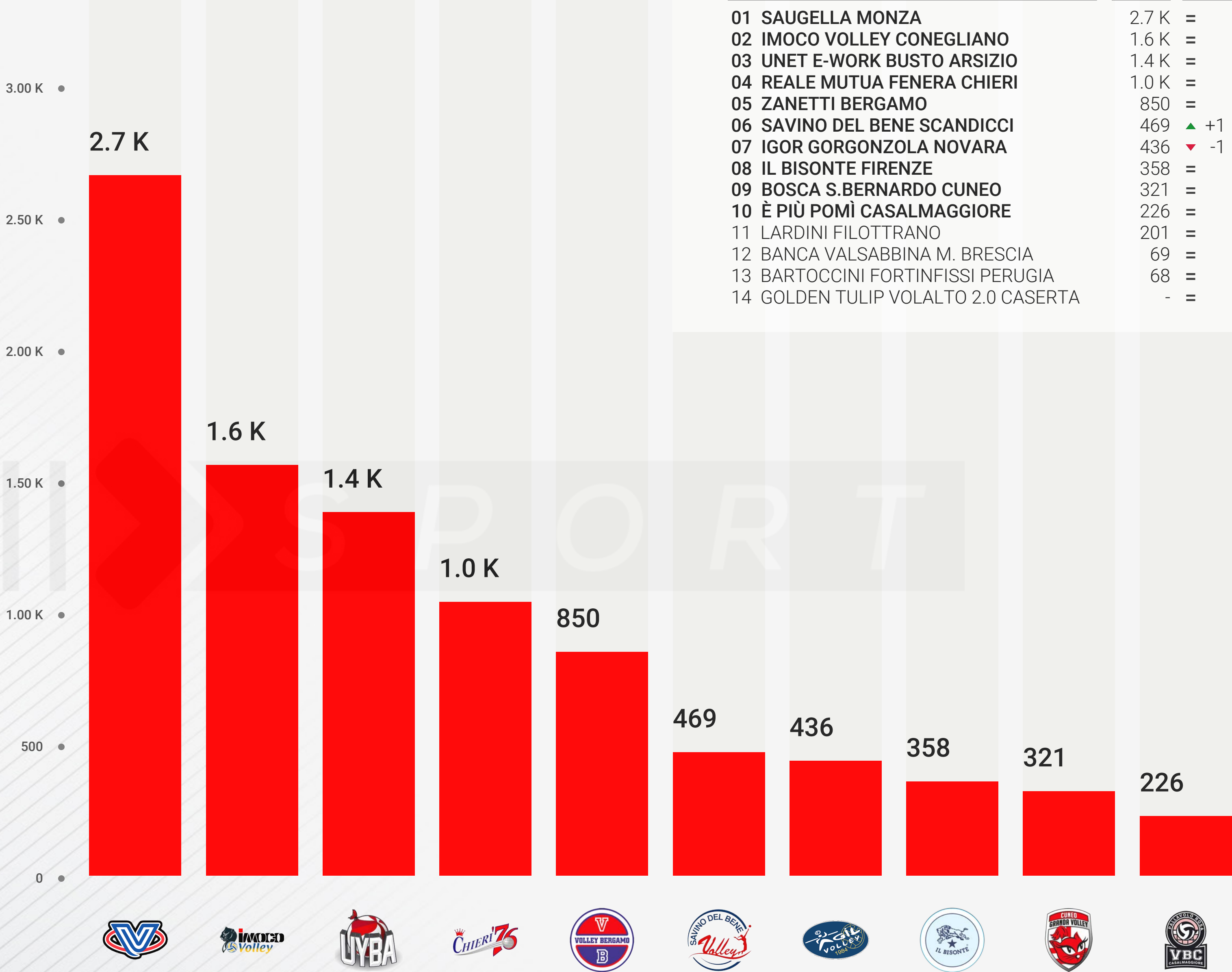
SERIE A1 **YouTube**

TOTAL FANBASE

10 K



Ranking of the women's **Serie A1** volleyball clubs on YouTube.



\*[from December 25, 2019 to January 27, 2020]

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SERIE A1 Social

TOTAL FANBASE

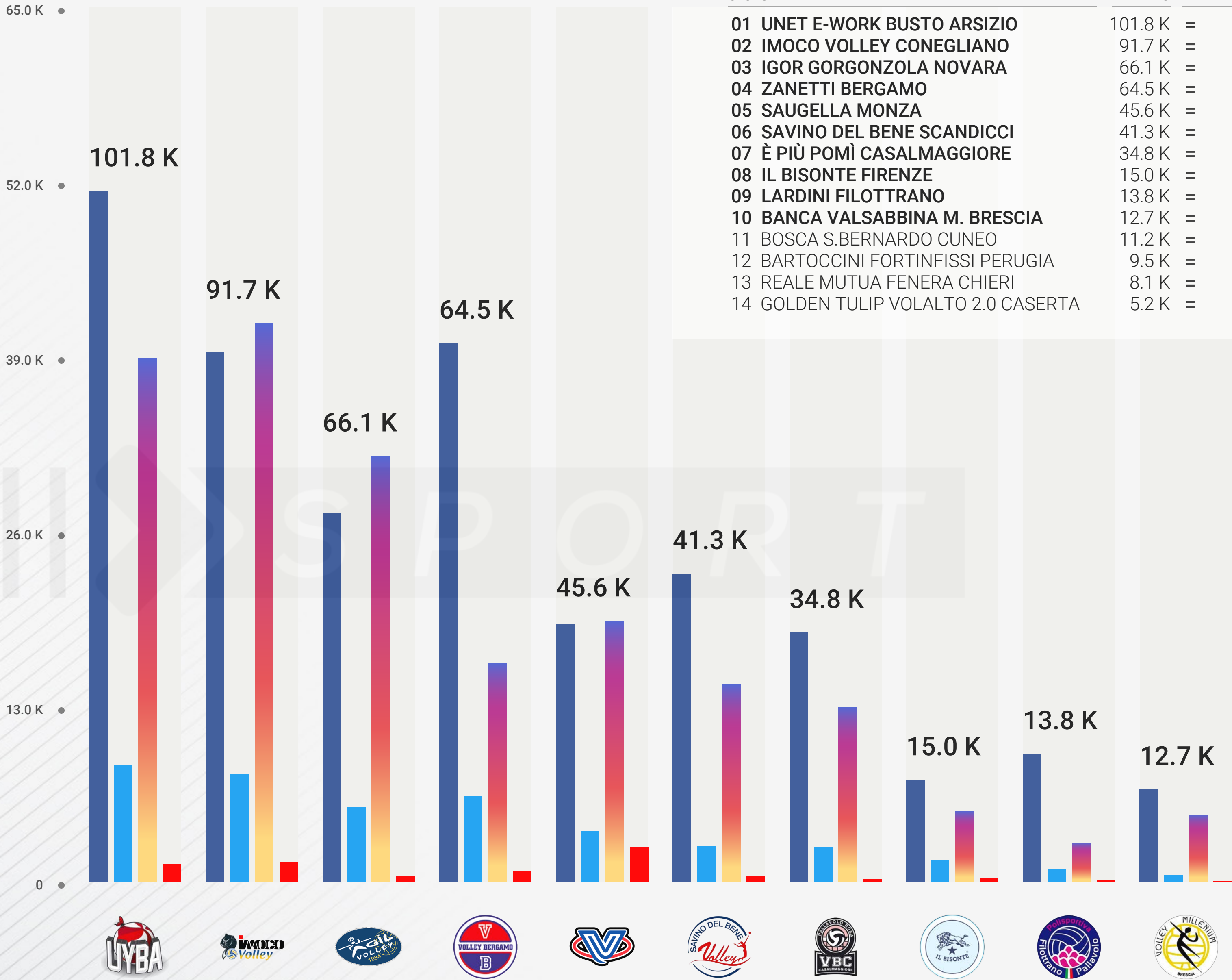
521 K



Ranking of the women's **Serie A1** volleyball clubs based on the aggregate Facebook, Twitter, Instagram and YouTube fanbases.

\*[from December 25, 2019 to January 27, 2020]

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SERIE A1 Brands



TOTAL FANBASE

521 K



Lega Pallavolo  
Serie A Femminile

Potential Social Media exposition  
of the **Sport Brands** in relation  
to the total fanbase of the 14  
sponsored Serie A1 volleyball  
clubs.

\*[from December 25, 2019 to January 27, 2020]

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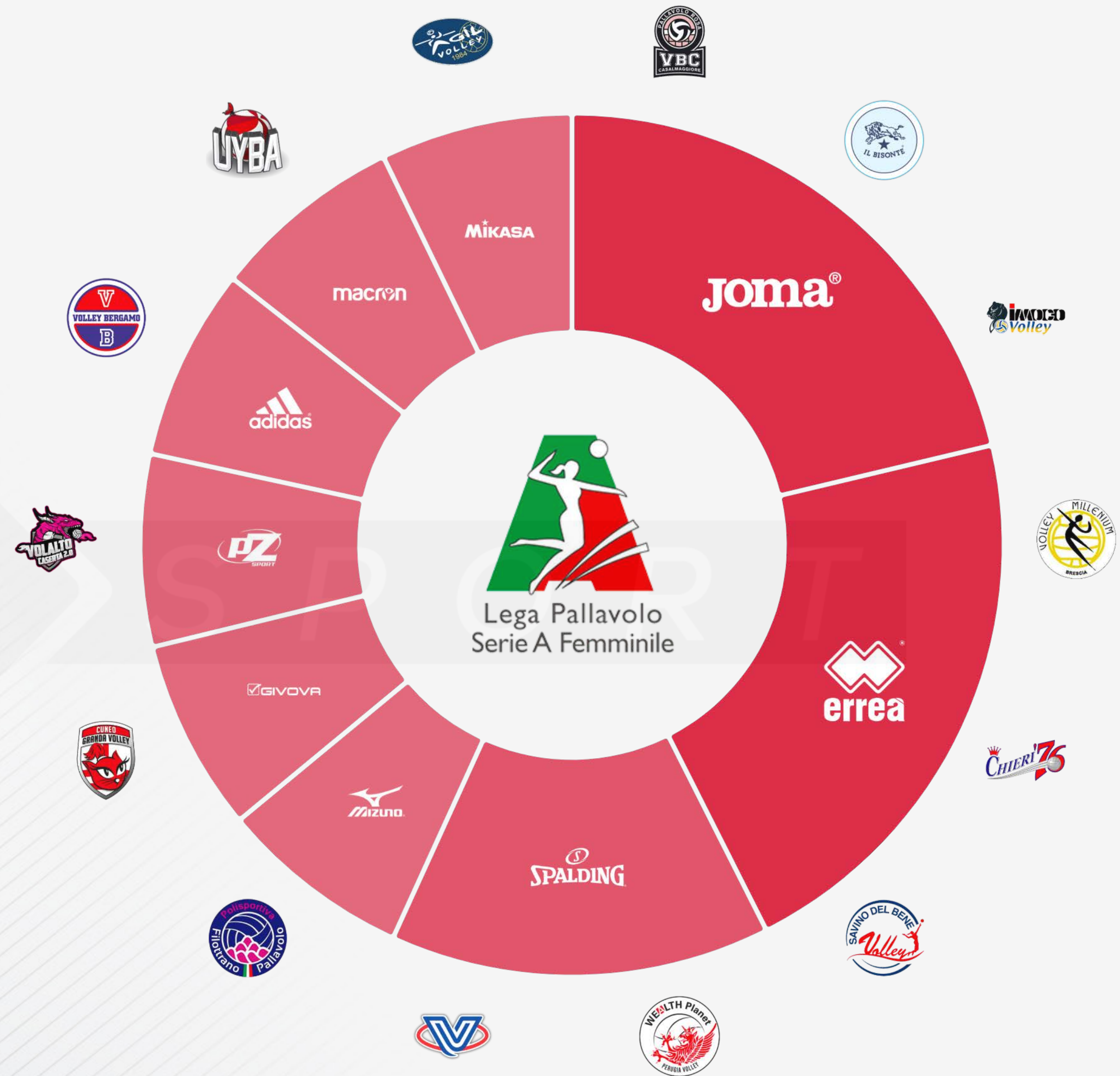




## SERIE A1 Brands



Coverage of the **Sport Brands**  
in relation to the 14 sponsored  
**Women's First Division** volleyball clubs.



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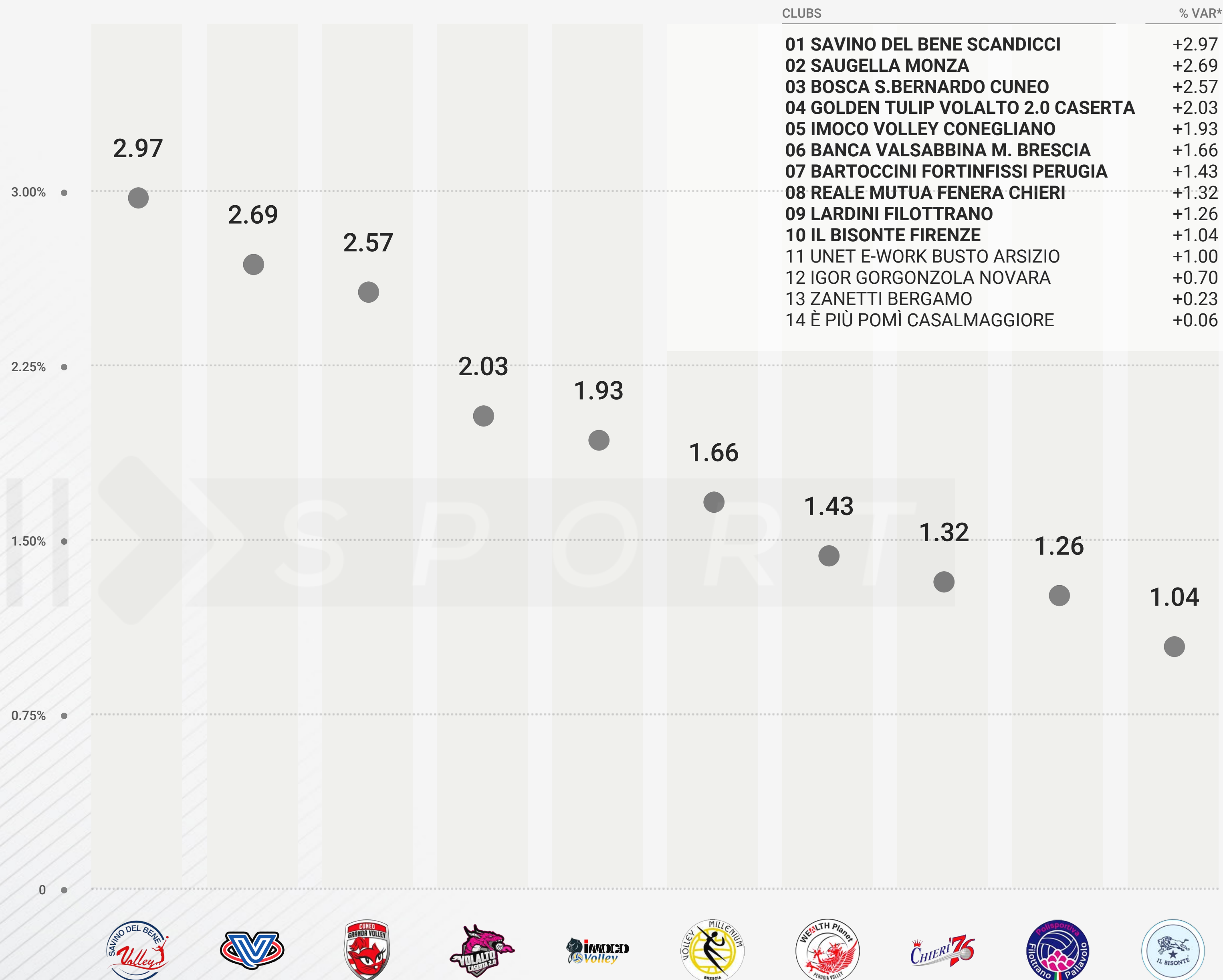
# SERIE A1 Grown Up



Ranking of the most grown up  
**Serie A1** volleyball clubs  
based on the aggregate Facebook,  
Twitter, Instagram, YouTube  
fanbases.

\*[from December 25, 2019 to January 27, 2020]

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## ITALY SnapShot / Official Apps\*



2

COMPETITIONS

Total Leagues analyzed: Superlega  
and Serie A1.

27

CLUBS

Total Volleyball Clubs analyzed in  
Superlega and Serie A1.

8

iOS

Total iOS Official Apps analyzed in  
Superlega and Serie A1.

8

ANDROID

Total Android Official Apps  
analyzed in Superlega and Serie A1.

\*[from December 25, 2019 to January 27, 2020]

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NEW

# SUPERLEGA

CLUBS

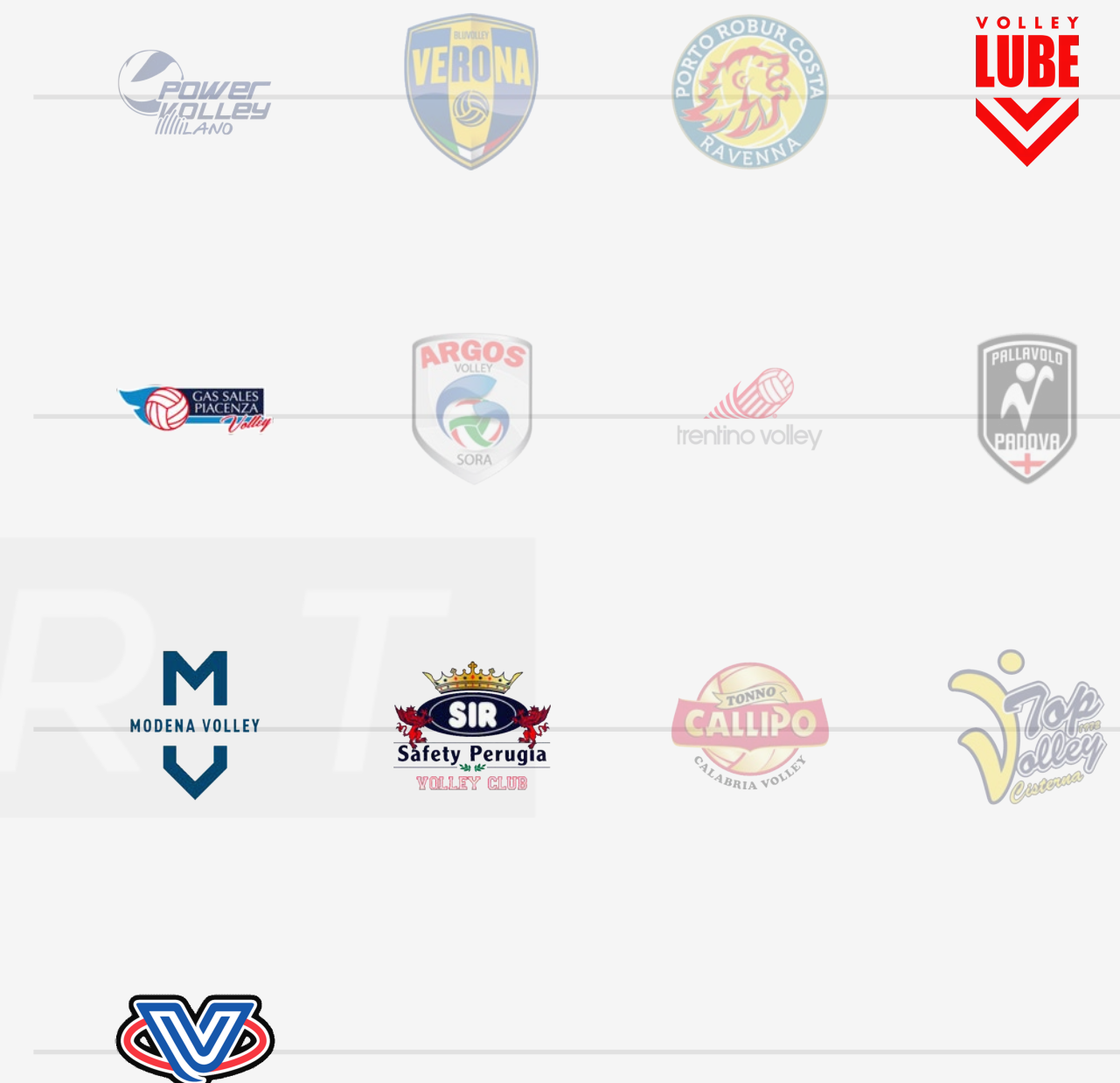
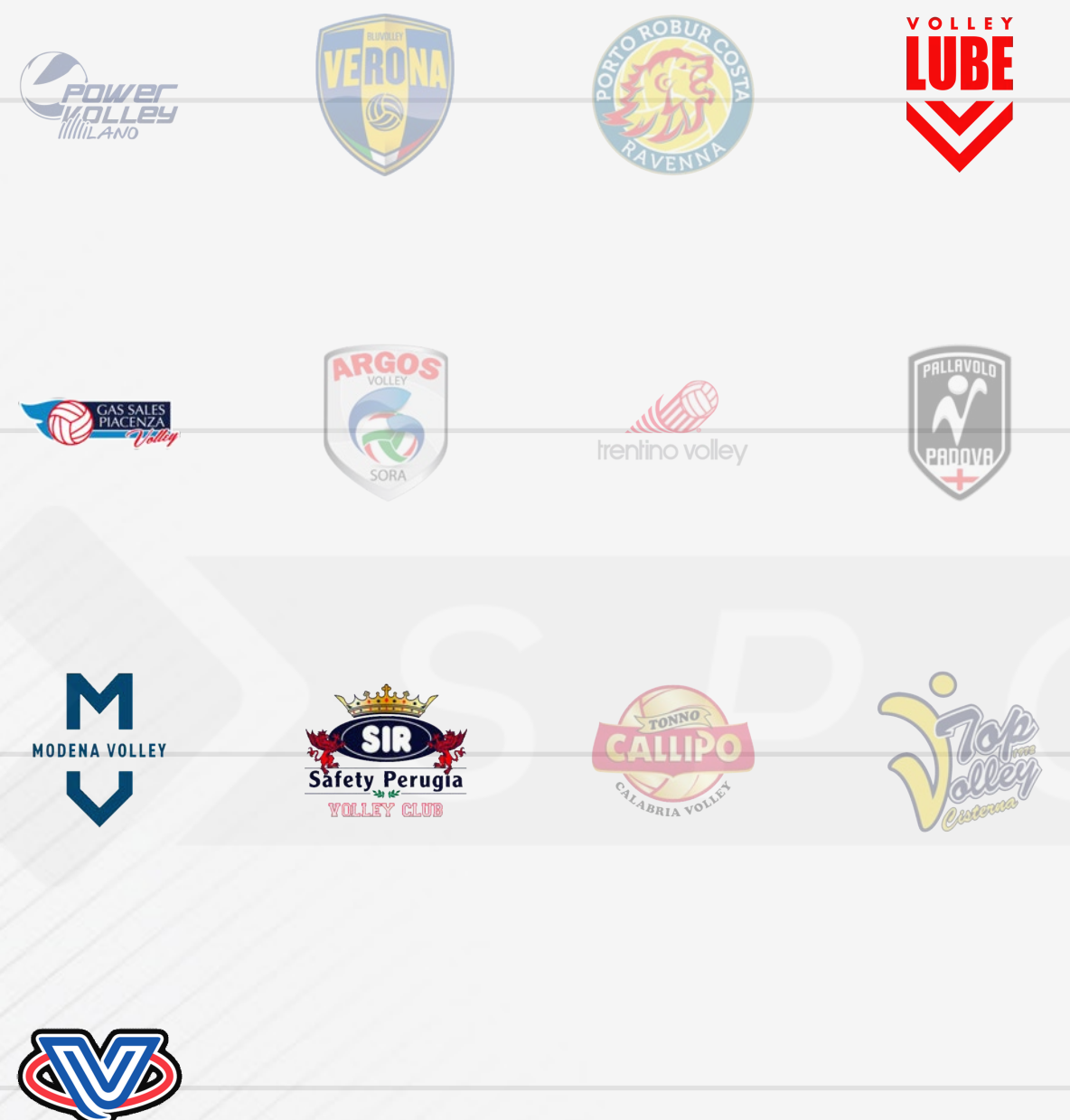
13



Overview of the Official Apps  
of the volleyball clubs playing in  
Superlega.

🍏 IOS

▶ ANDROID



5

CLUBS

5

\*[from December 25, 2019 to January 27, 2020]

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NEW

# SERIE A1

CLUBS

14



Lega Pallavolo  
Serie A Femminile

Overview of the Official Apps  
of the volleyball clubs playing in  
**Serie A1.**

🍏 IOS

▶ ANDROID



3

CLUBS

3

\*[from December 25, 2019 to January 27, 2020]

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# ITALY SnapShot / Brands' Overview



**2**

**COMPETITIONS**

Total Competitions analyzed:  
Men's Superlega and Women's  
Serie A1.

**27**

**CLUBS**

Total Men's Superlega and  
Women's Serie A1 volleyball clubs  
analyzed.

**10**

**BRANDS**

Total Men's Superlega and  
Women's Serie A1 sport brands  
analyzed.

**1.7 M**

**+ 1.46%\***

**FANS**

Total Facebook, Twitter,  
Instagram, YouTube fans of the  
Men's Superlega and Women's  
Serie A1 volleyball clubs analyzed.



ITALY Social Brands

TOTAL FANBASE

1.7 M



Potential Social Media exposition of the **Sport Brands** in relation to the total fanbase of the 27 sponsored volleyball clubs analyzed.

\*[from December 25, 2019 to January 27, 2020]

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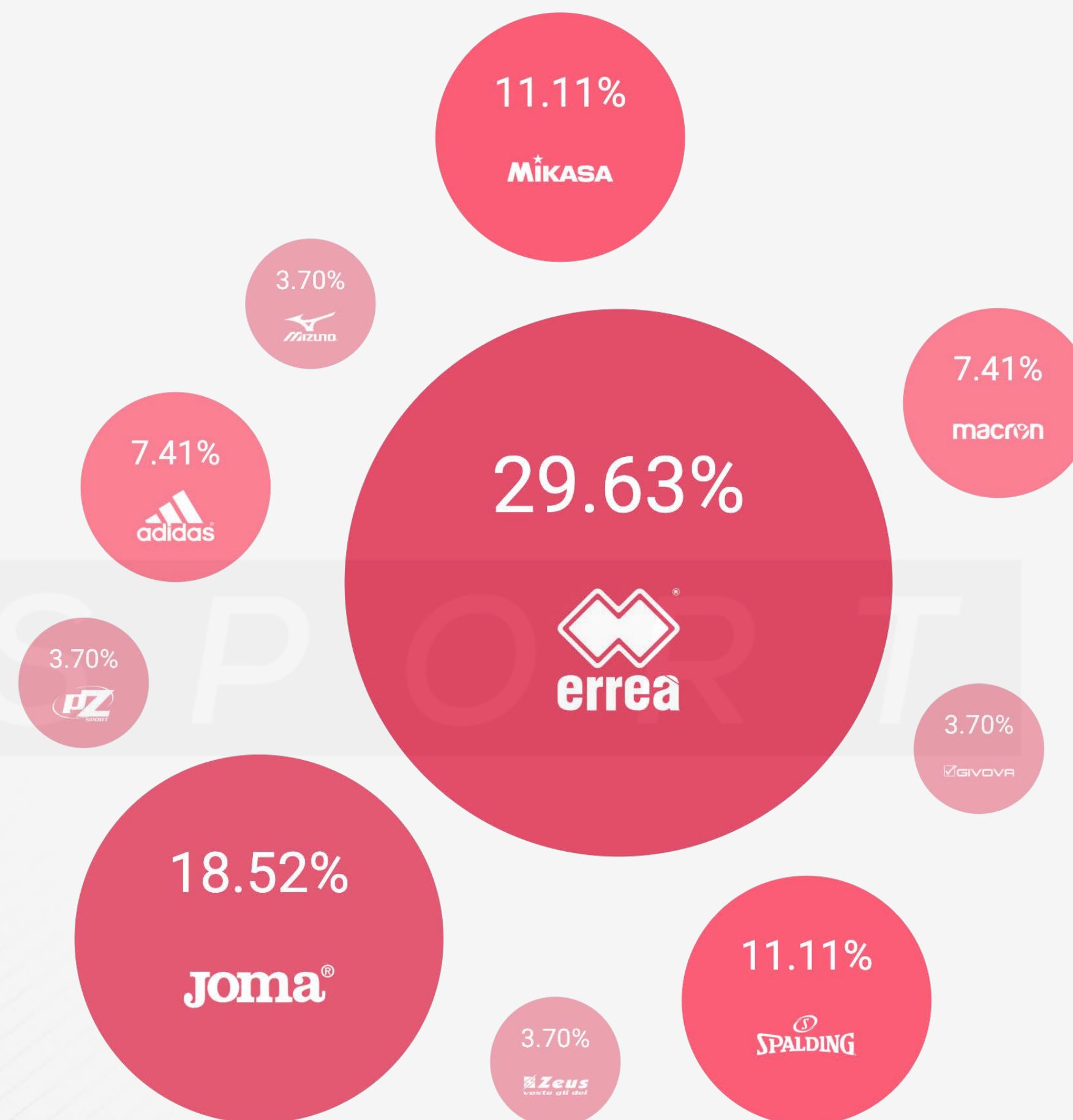




## ITALY Sport Brands



**Sport Brands** coverage in relation to the 27 sponsored volleyball clubs analyzed.





## The Volleyball League (R)evolution



**SEE YOU IN FEBRUARY**

**4th Edition**

Keep following us to discover it!

**2nd Edition - November 2019**

UPDATE

Updated data and monthly variations

**1st Edition - October 2019**

Superlega and Serie A1 clubs and brands

**3rd Edition - January 2020**

NEW ENTRY

Italian Volleyball Clubs' Official Apps



Data are collected through proprietary tools and concern Italian Volleyball Clubs participating in Superlega and Serie A1. Logos and all rights are reserved to their respective owners.

The collection of the data has been carried out on January 27, 2020. The report update will be done on a monthly basis.

The data refers to the Facebook, Twitter, Instagram, YouTube accounts. Logos and all rights are reserved to their respective owners.

Although we are committed to providing accurate and timely information, there can be no guarantee that such information will be accurate at the time of publication or will continue to be in the future.

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