

THE VOLLEYBALL LEAGUE *REPORT*

A data-driven digital analysis focused on volleyball



We are
Digital Enablers

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.

Summary

IQUII SPORT	4
FANIZE: THE FAN ENGAGEMENT & LOYALTY PLATFORM	6
SPORTXP: THE SPORT PLATFORM FOR CLUBS	7
PLAYERXP: THE SPORT PLATFORM FOR ATHLETES	8
Superlega	10
Serie A1	19
Sponsor Overview	28
TVL (R)EVOLUTION	31

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



OUR HUB YOUR STRATEGY

CONTACT US

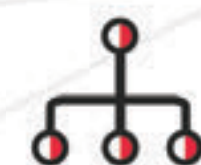
OR GO TO SPORTXP.NET



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.

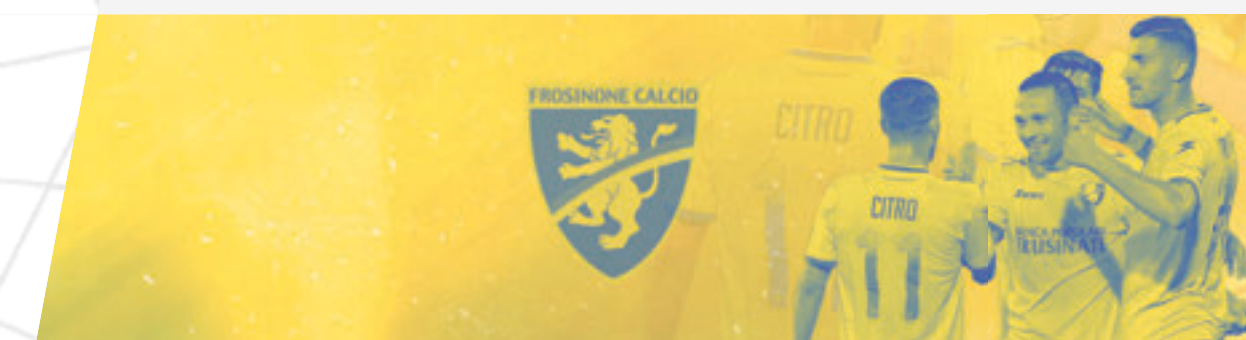


The new frontier of fan engagement where supporters will experience personalised features dedicated to the world of their club.



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

WHO CHOSE US



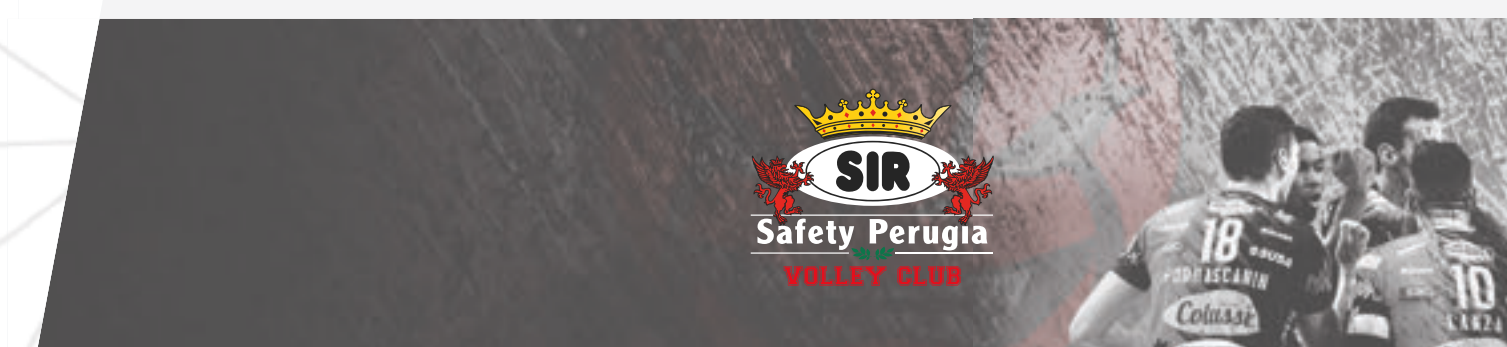
FROSINONE CALCIO



VENEZIA FC



SKI WORLD CUP FINALS CORTINA 2020



SIR VOLLEY PERUGIA



**WE ASSIST
YOU SCORE**

CONTACT US

OR GO TO 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.

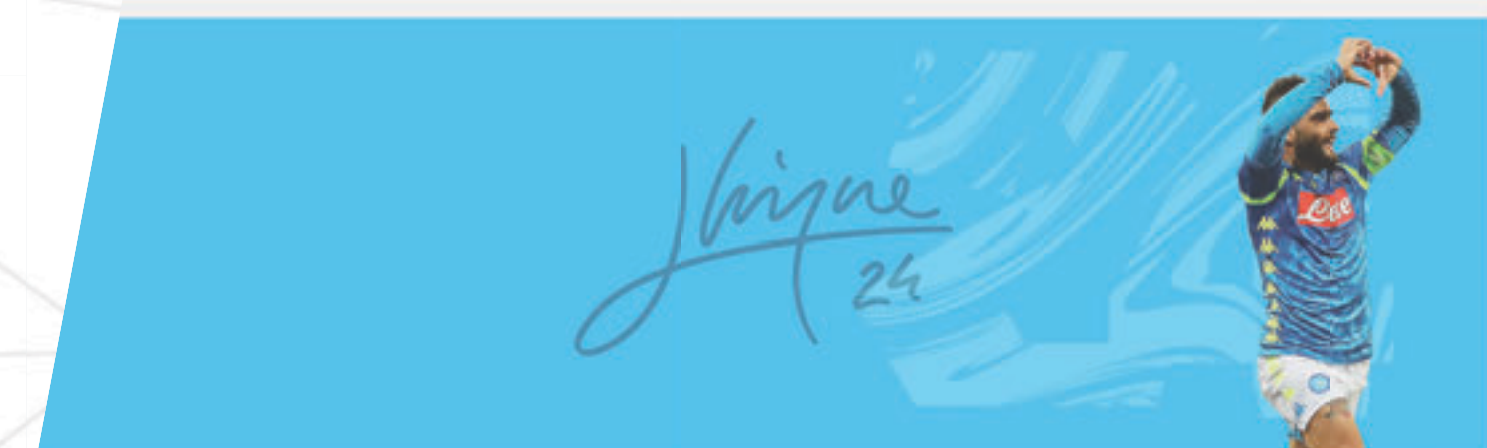
WHO CHOSE US



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



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

+ 3.00%*

FANS

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

*[from October 25, 2019 to November 25, 2019]

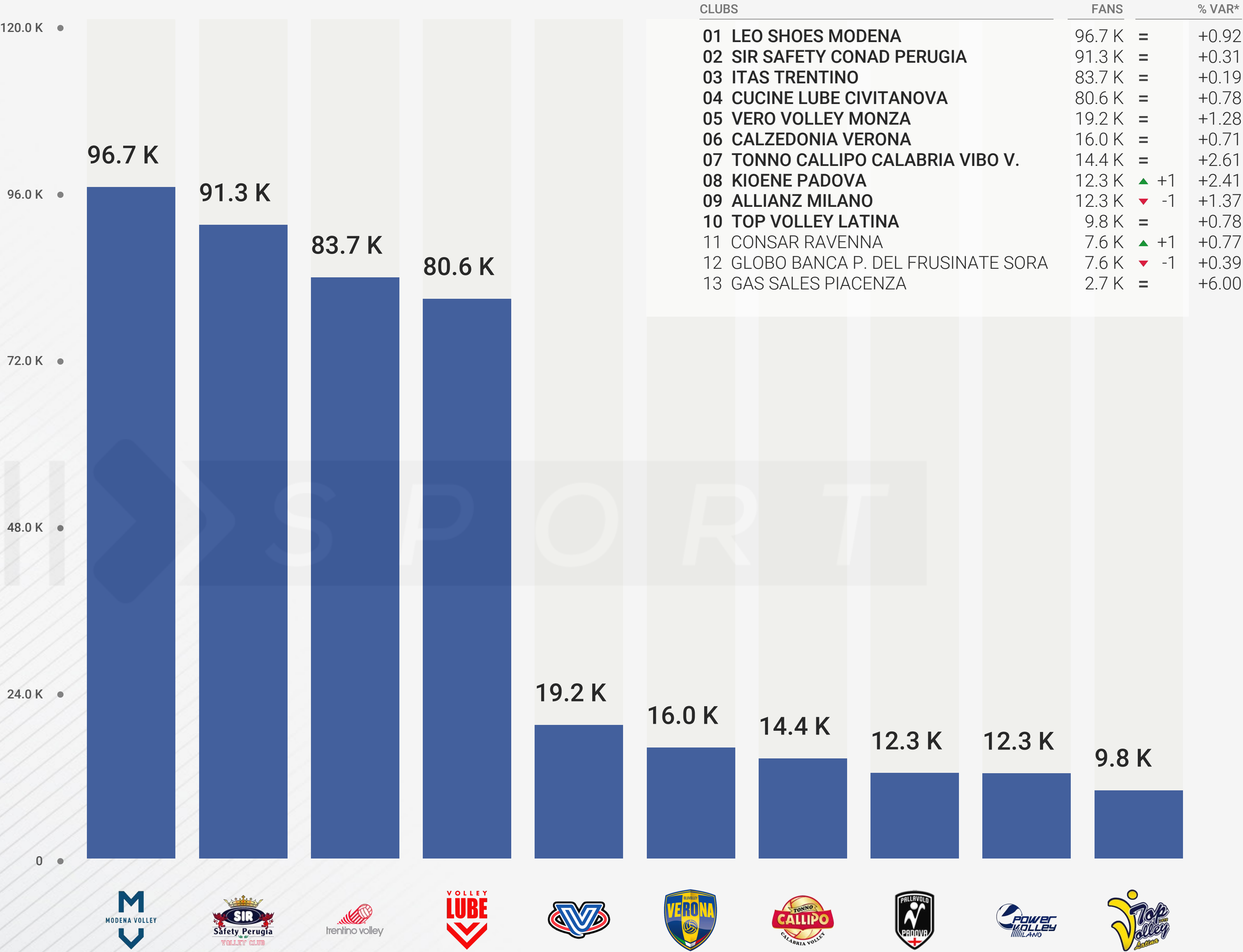
SUPERLEGA Facebook

TOTAL FANBASE

454 K



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



*[from October 25, 2019 to November 25, 2019]

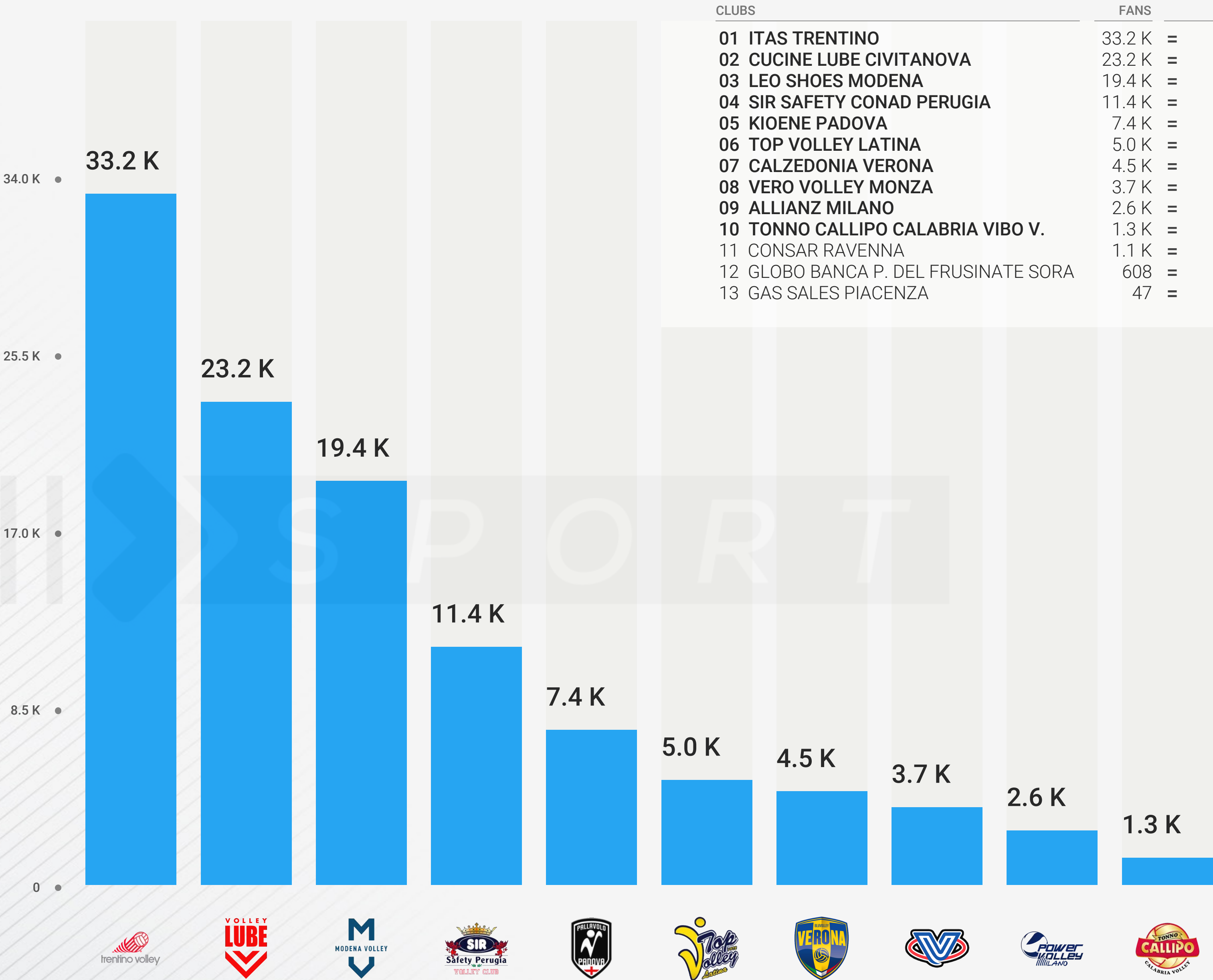
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TOTAL FANBASE

114 K



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



*[from October 25, 2019 to November 25, 2019]

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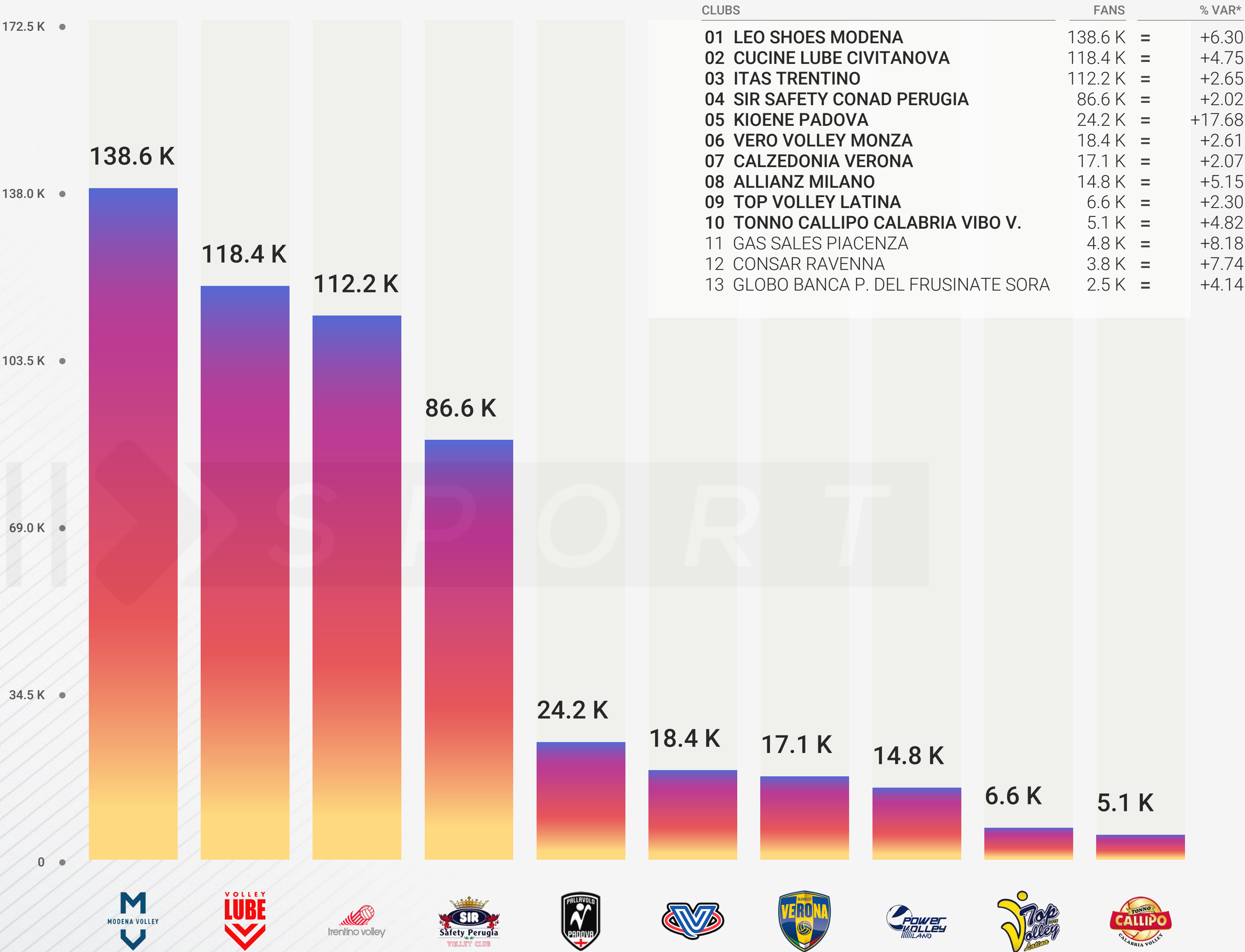
SUPERLEGA **Instagram**

TOTAL FANBASE

553 K



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



*[from October 25, 2019 to November 25, 2019]

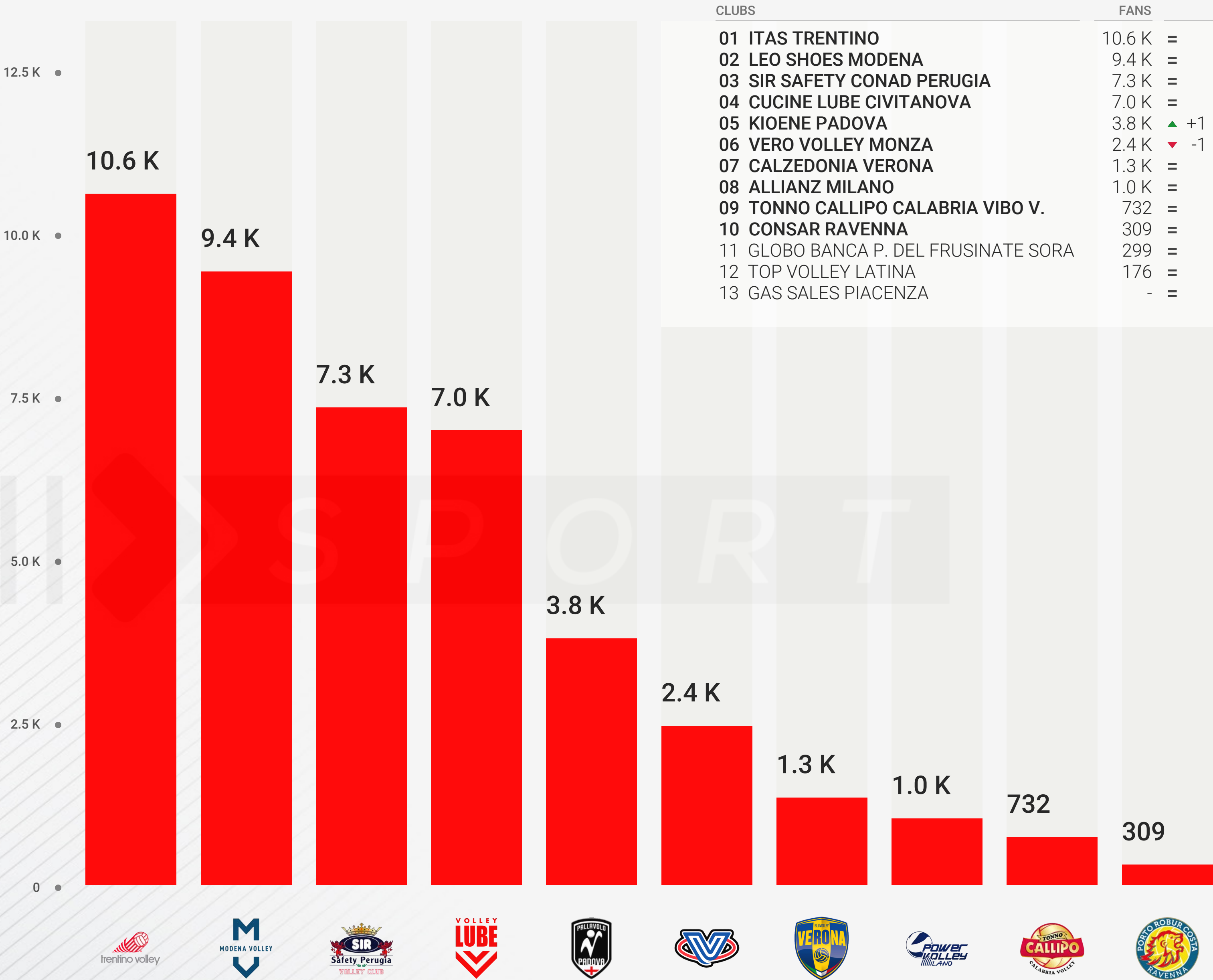
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TOTAL FANBASE

44 K



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



*[from October 25, 2019 to November 25, 2019]

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SUPERLEGA Social

TOTAL FANBASE

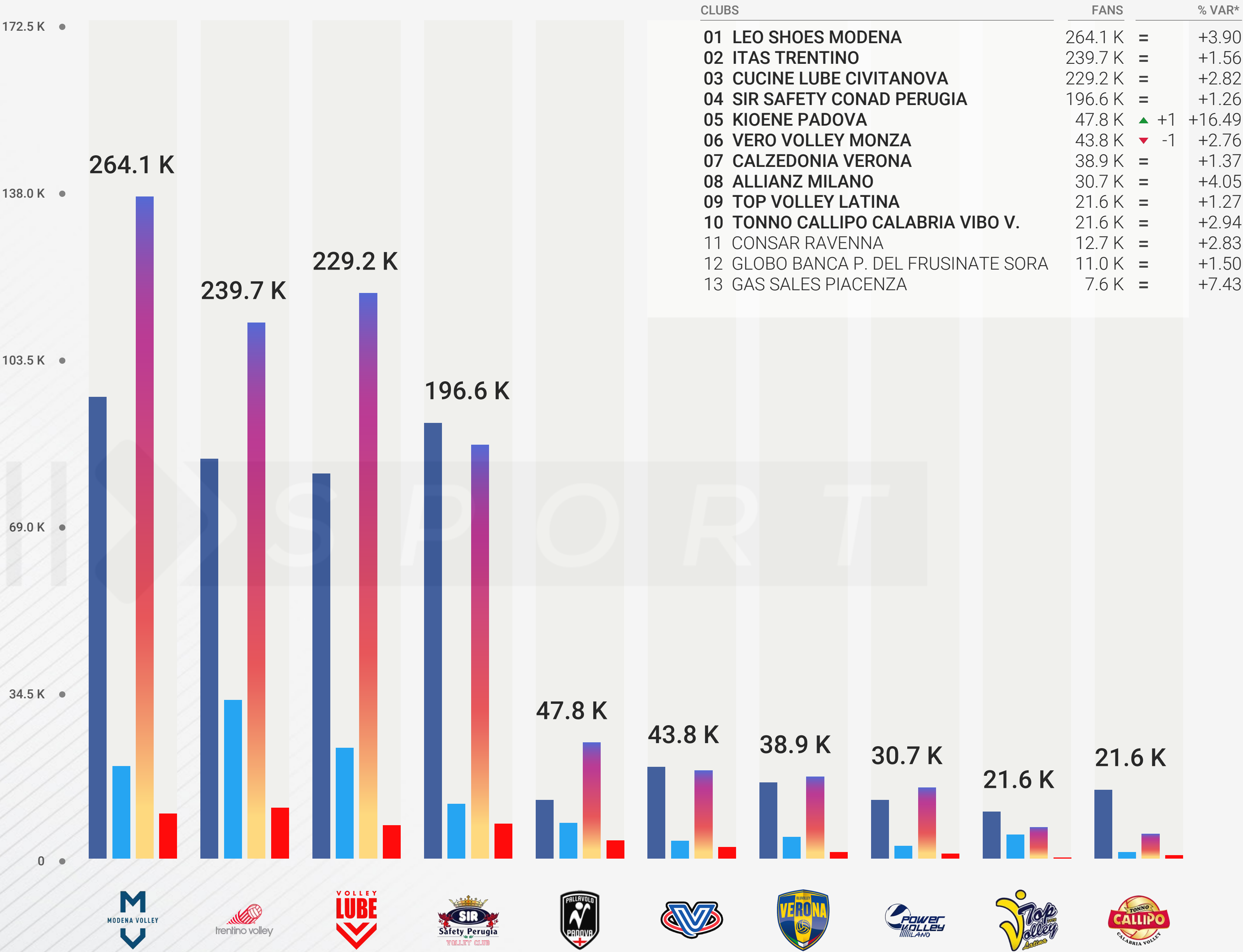
1.2 M



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

*[from October 25, 2019 to November 25, 2019]

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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 October 25, 2019 to November 25, 2019]

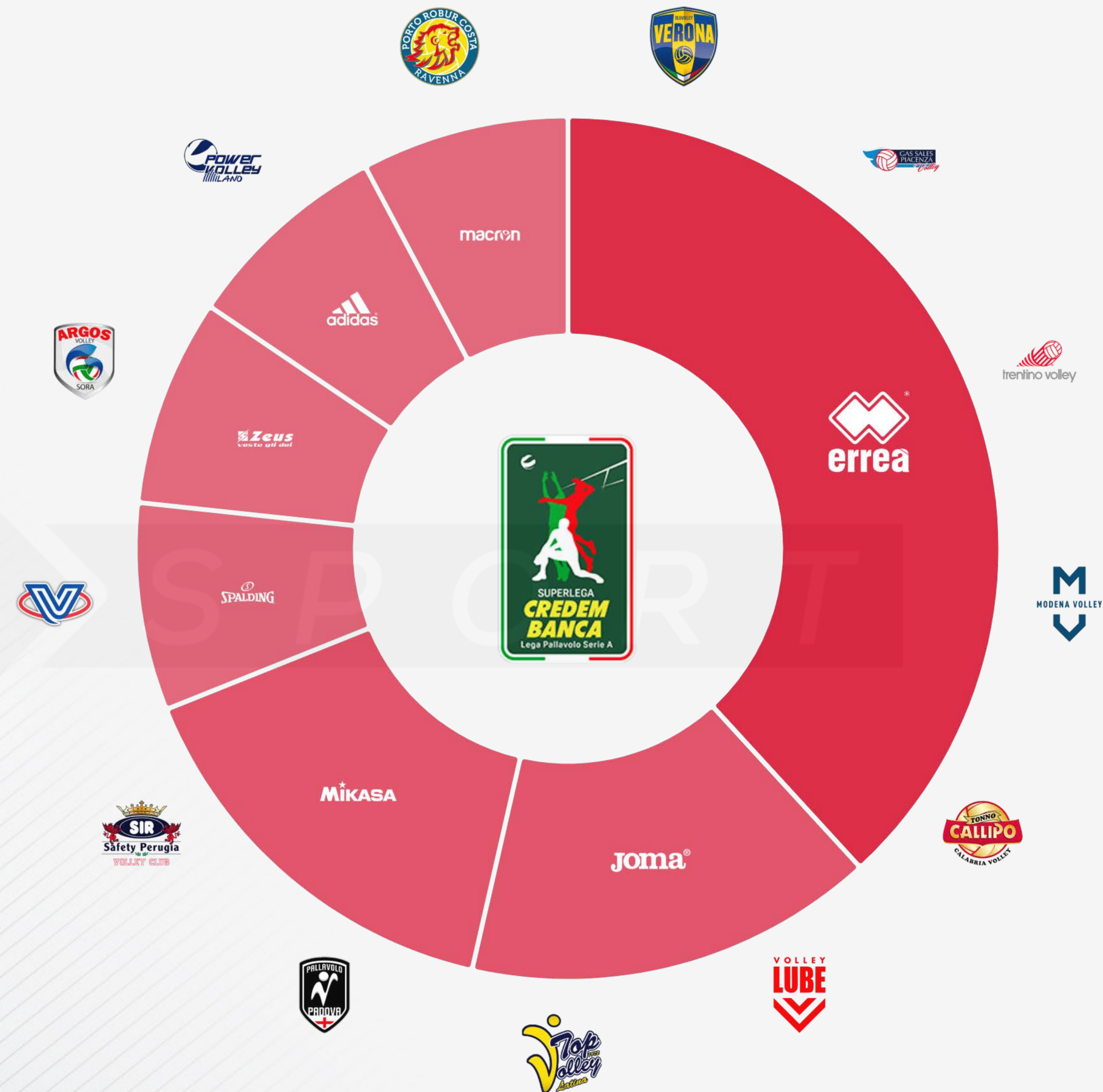
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SUPERLEGA Brands



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



*[from October 25, 2019 to November 25, 2019]

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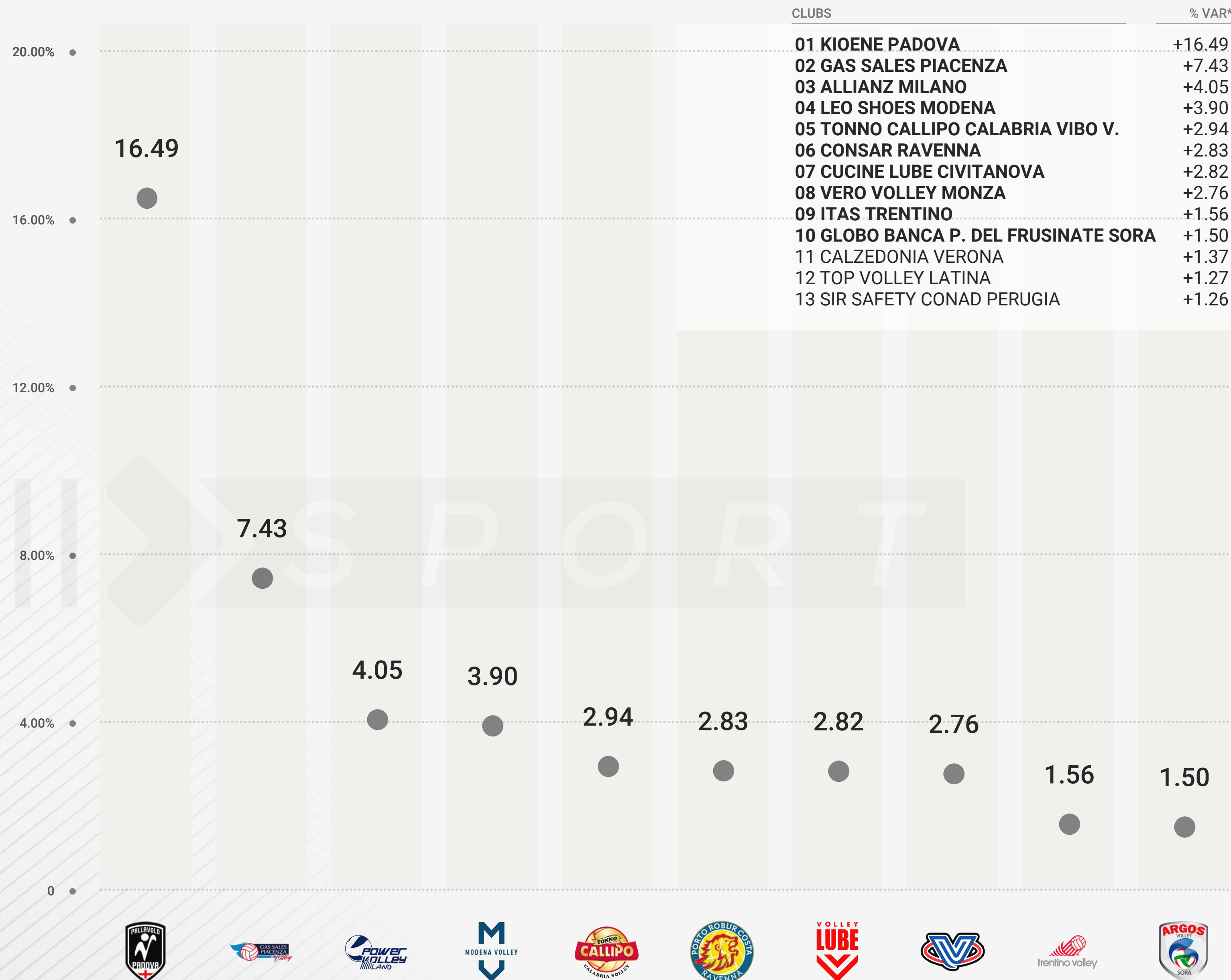
SUPERLEGA Grown Up



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

*[from October 25, 2019 to November 25, 2019]

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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.

504 K

+ 2.02%*

FANS

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

*[from October 25, 2019 to November 25, 2019]

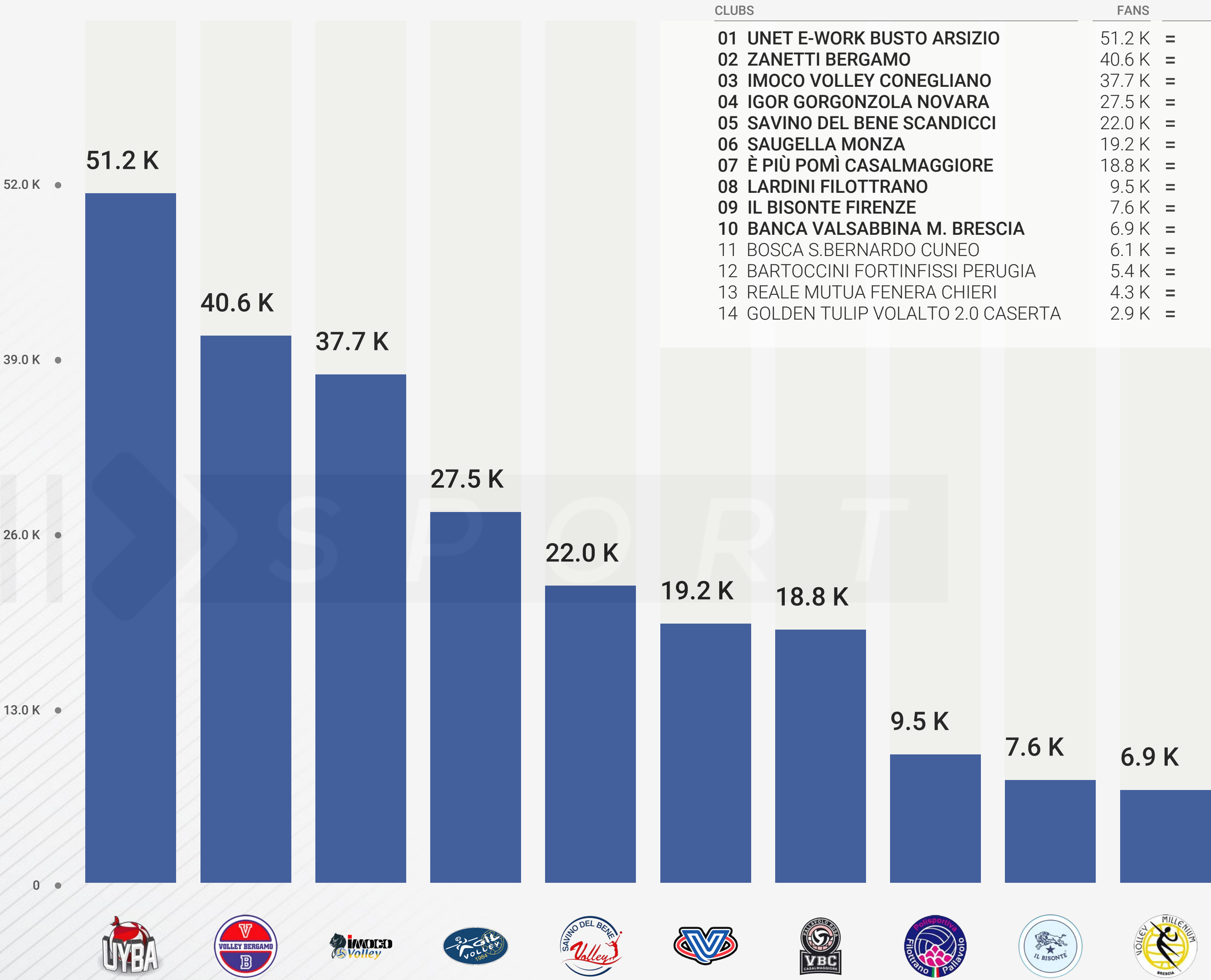
SERIE A1 Facebook

TOTAL FANBASE

260 K



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



*[from October 25, 2019 to November 25, 2019]

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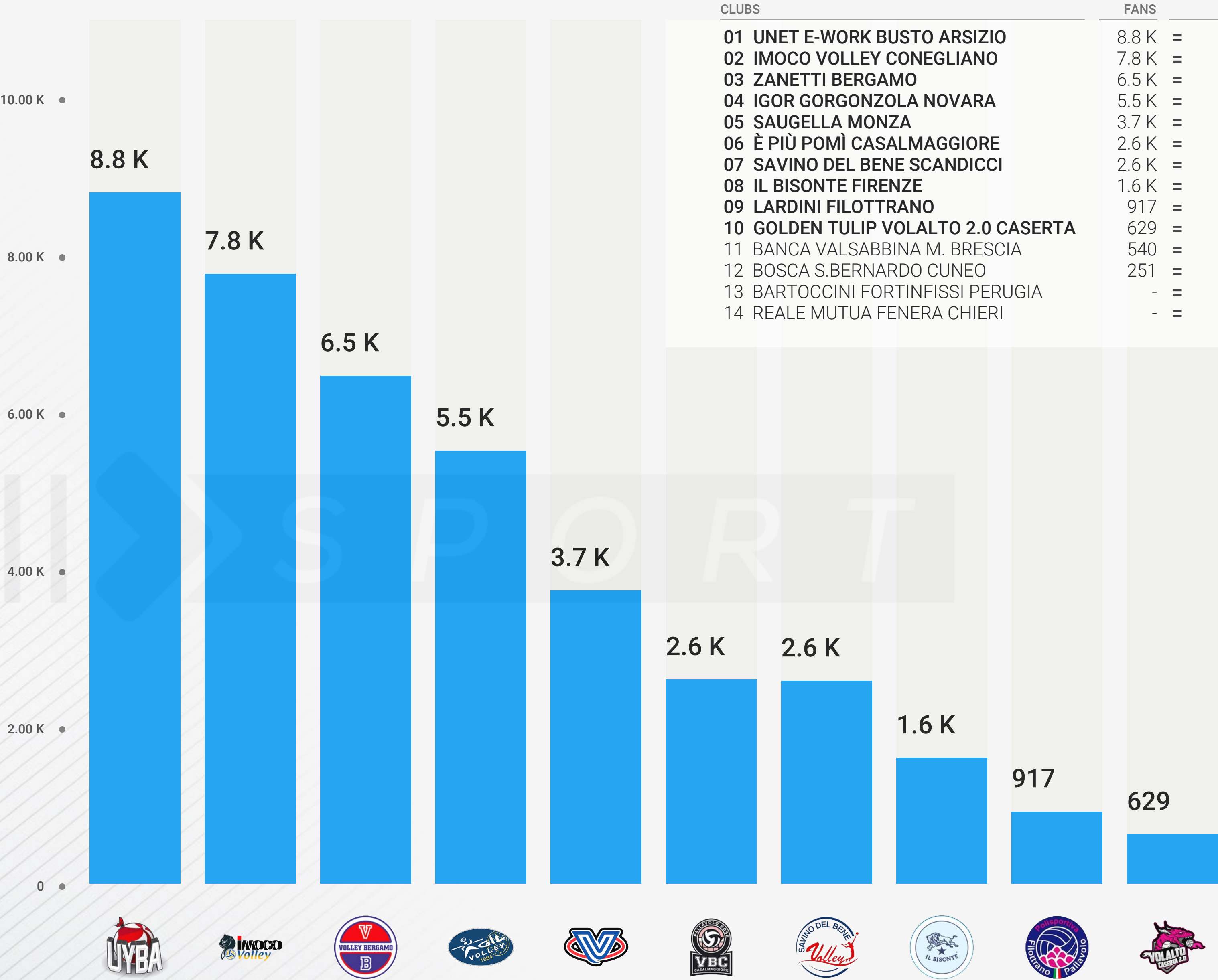
SERIE A1 **Twitter**

TOTAL FANBASE

41 K



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



*[from October 25, 2019 to November 25, 2019]

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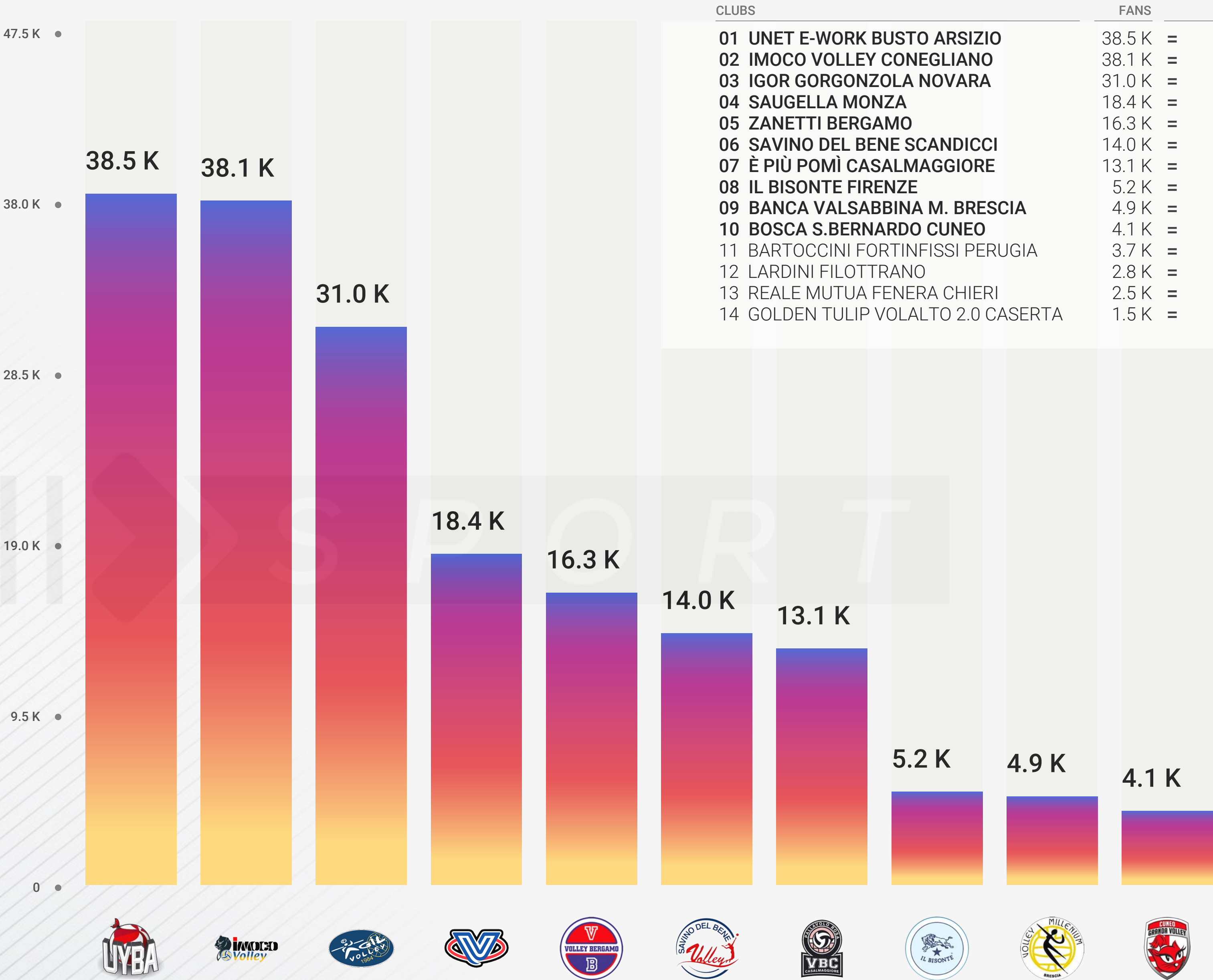
SERIE A1 **Instagram**

TOTAL FANBASE

194 K



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



*[from October 25, 2019 to November 25, 2019]

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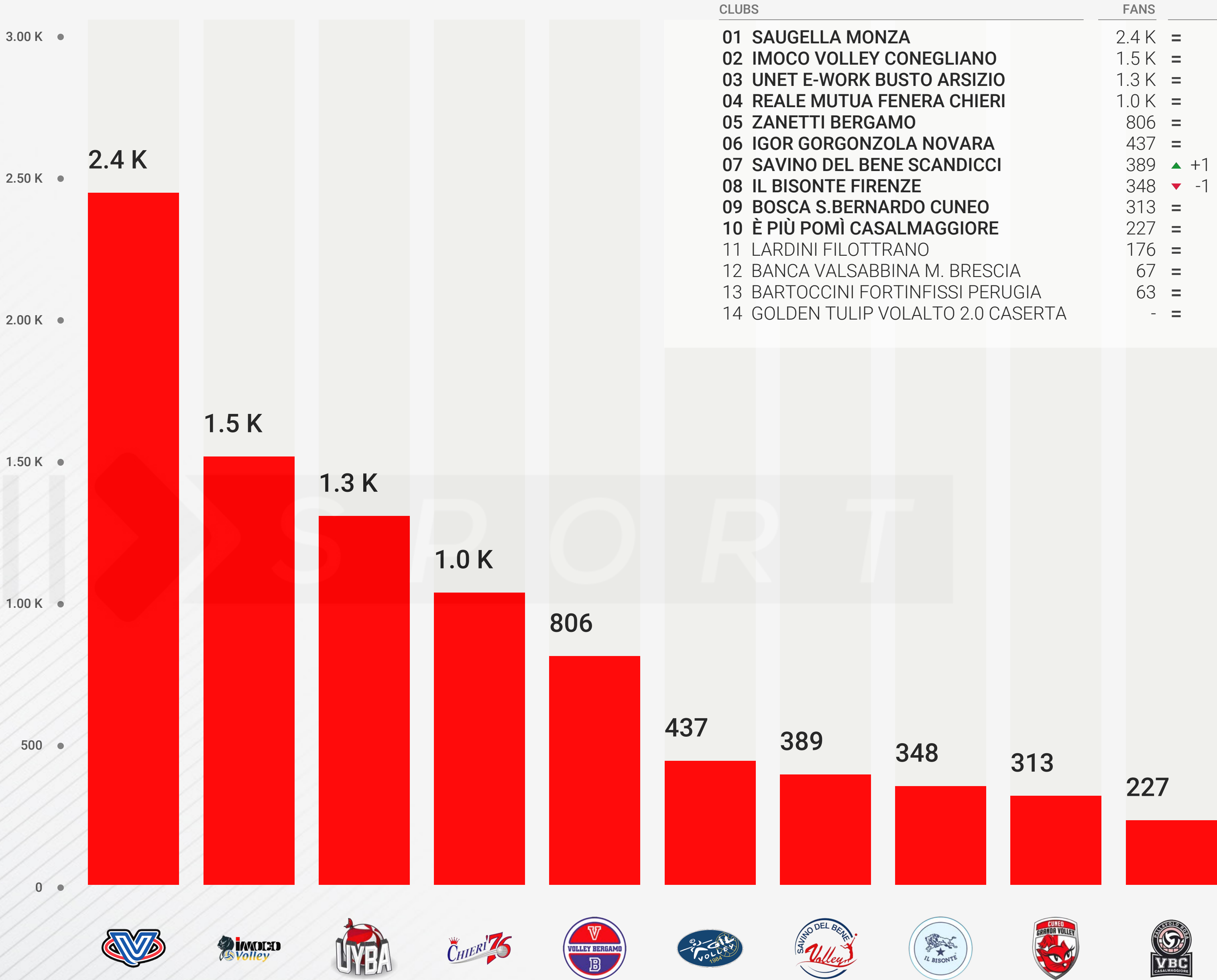
SERIE A1 **YouTube**

TOTAL FANBASE

9 K



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



*[from October 25, 2019 to November 25, 2019]

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SERIE A1 Social

TOTAL FANBASE

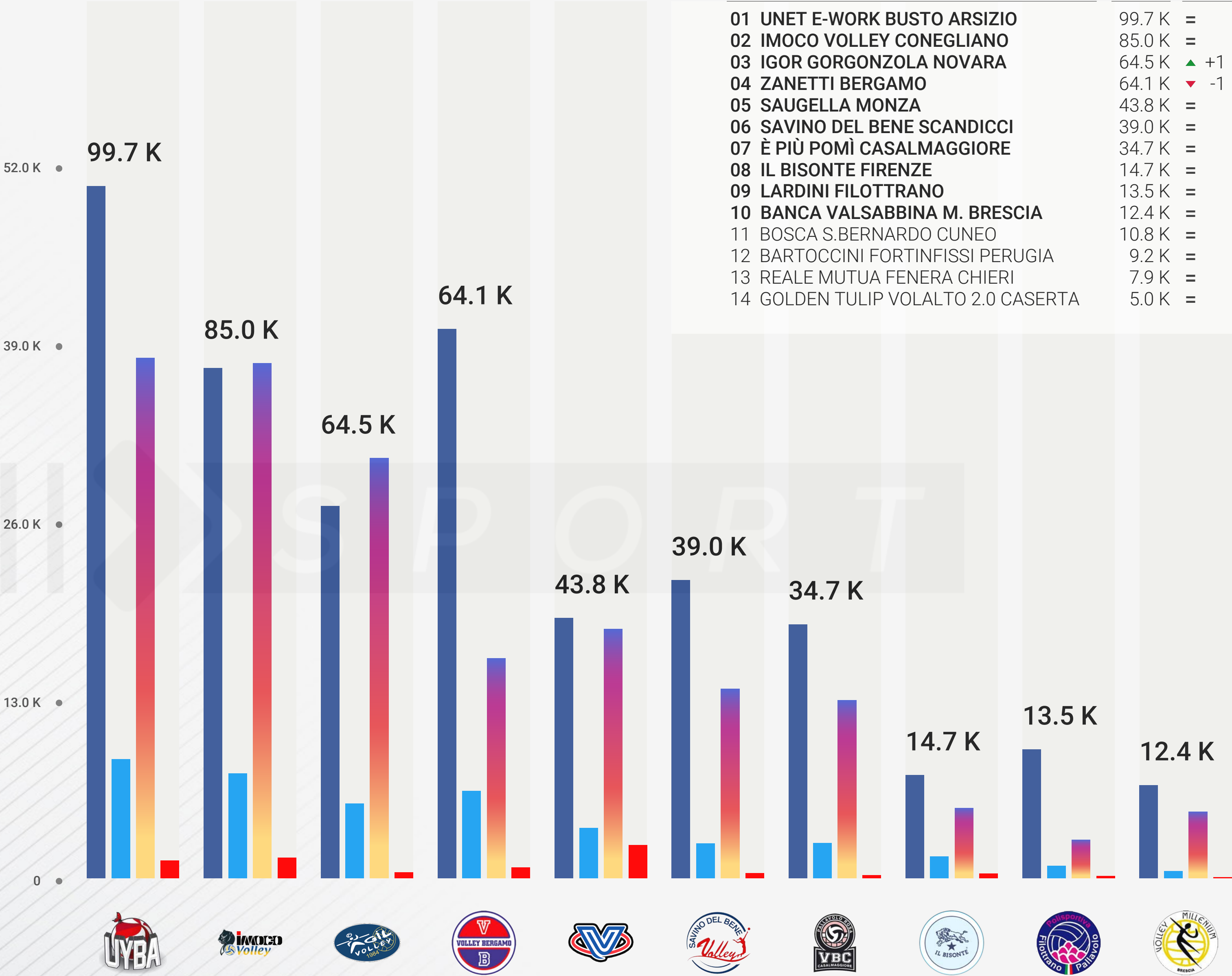
504 K



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

*[from October 25, 2019 to November 25, 2019]

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SERIE A1 Brands



TOTAL FANBASE

504 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 October 25, 2019 to November 25, 2019]

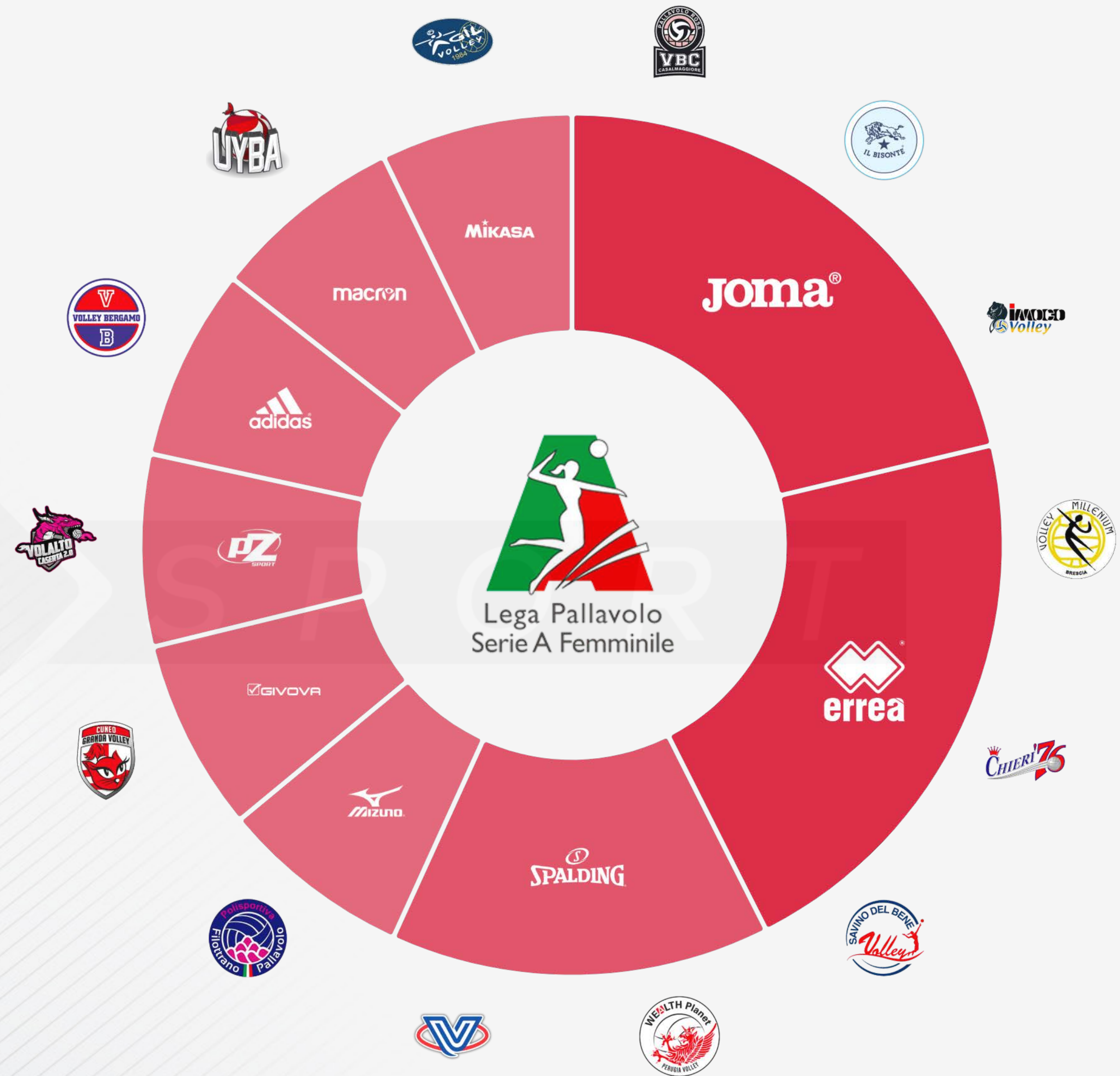
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SERIE A1 Brands



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



*[from October 25, 2019 to November 25, 2019]

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SERIE A1 Grown Up



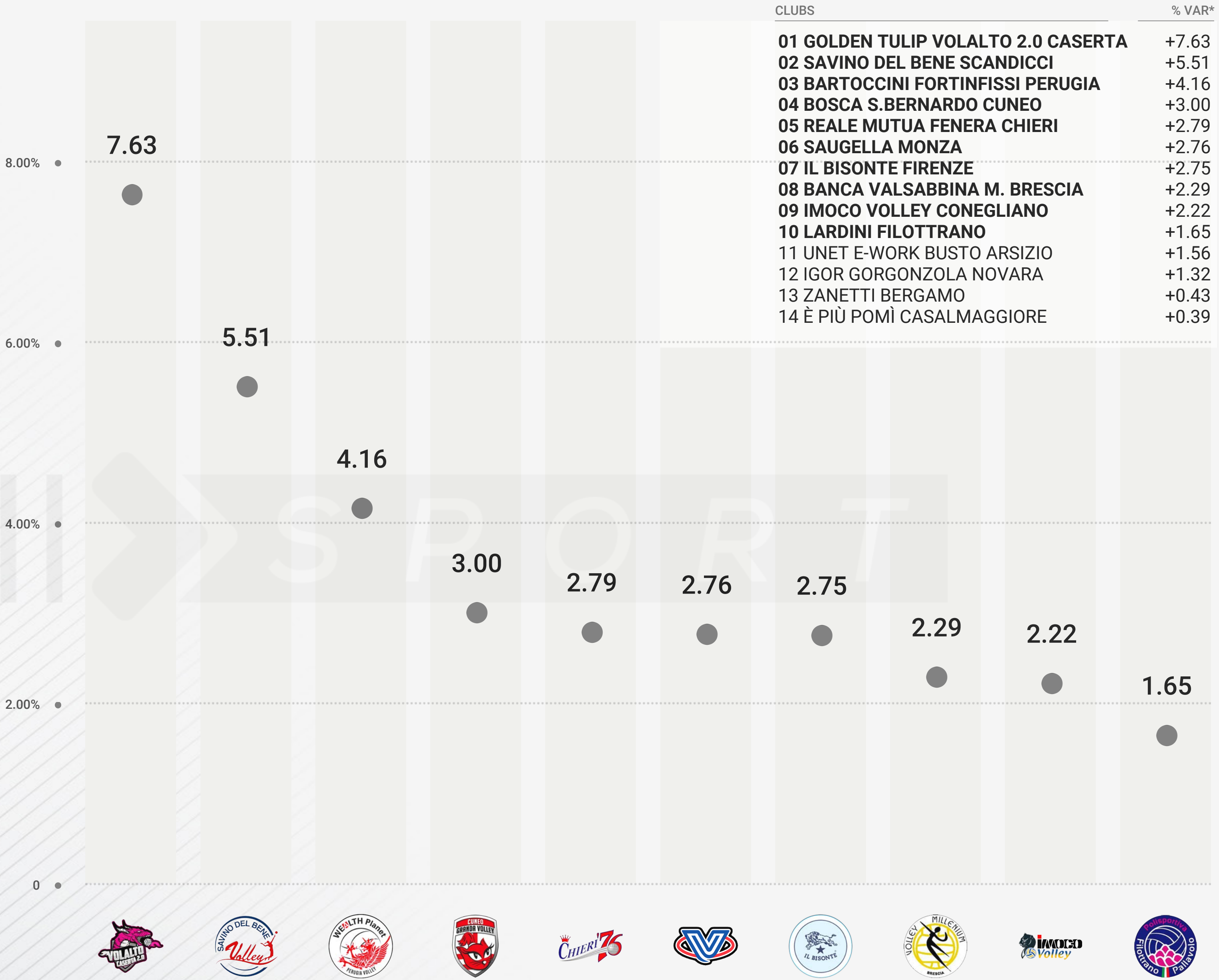
Lega Pallavolo
Serie A Femminile



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

*[from October 25, 2019 to November 25, 2019]

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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

+ 2.70%*

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

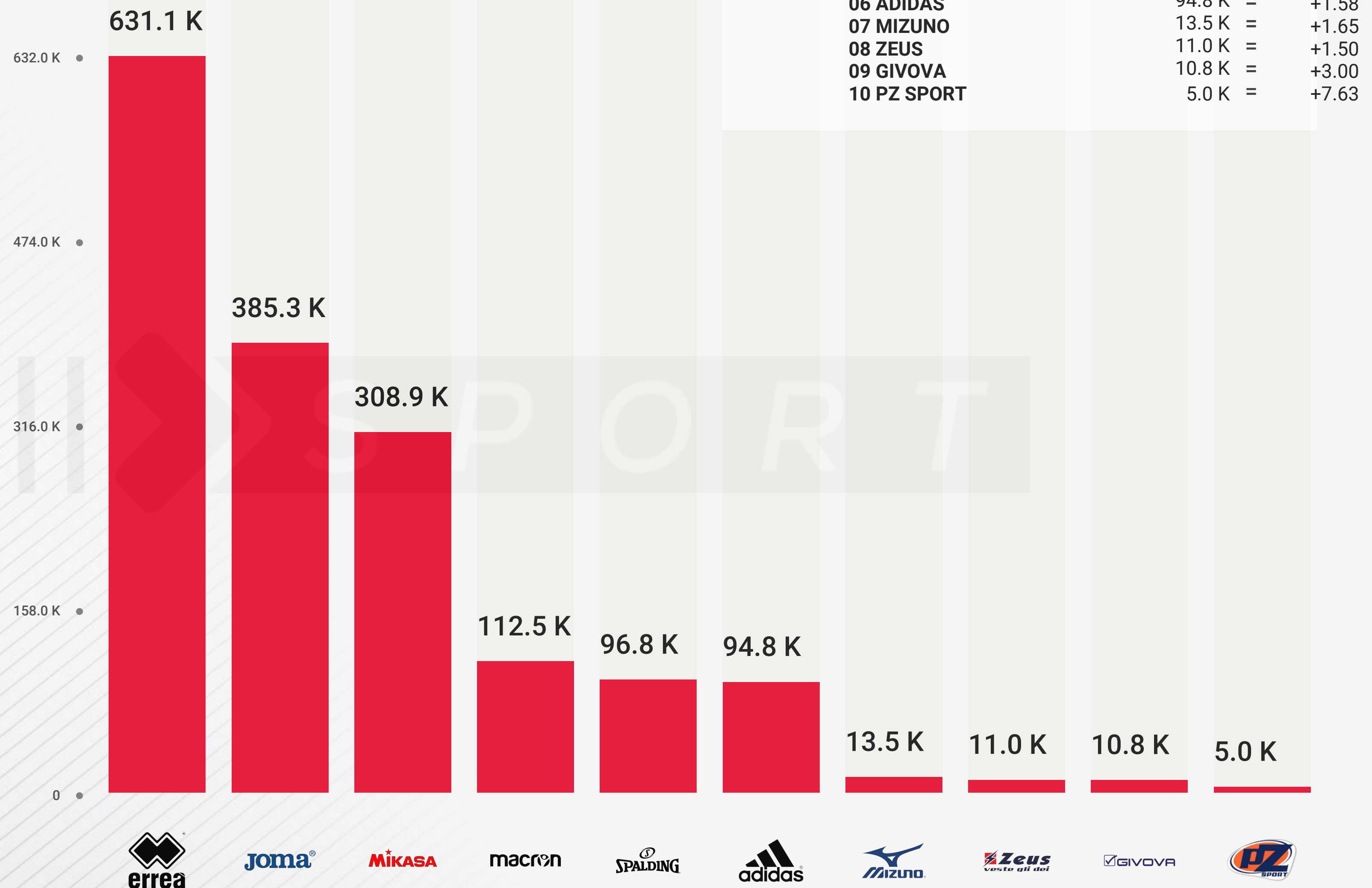
1.7 M



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

*[from October 25, 2019 to November 25, 2019]

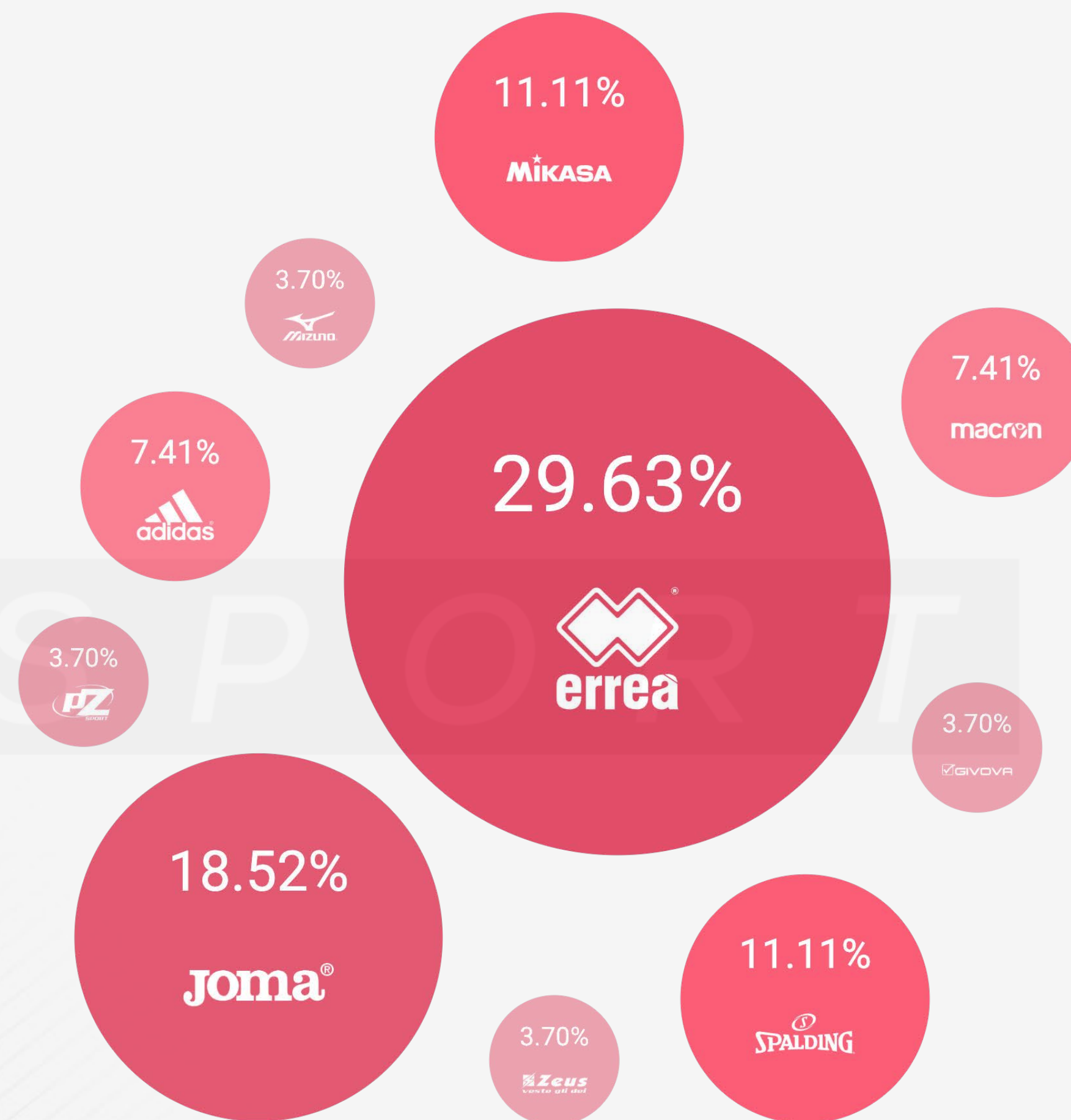
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ITALY Sport Brands



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



The Volleyball League
(R)evolution



SEE YOU IN JANUARY

3rd Edition

Keep following us to discover it!

2nd Edition - November 2019

NEW ENTRY

Updated data and monthly variations

1st Edition - October 2019

Superlega and Serie A1 clubs and brands

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 November 25, 2019. 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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