The Top 10

MLB Teams in the U.S.

September 2023

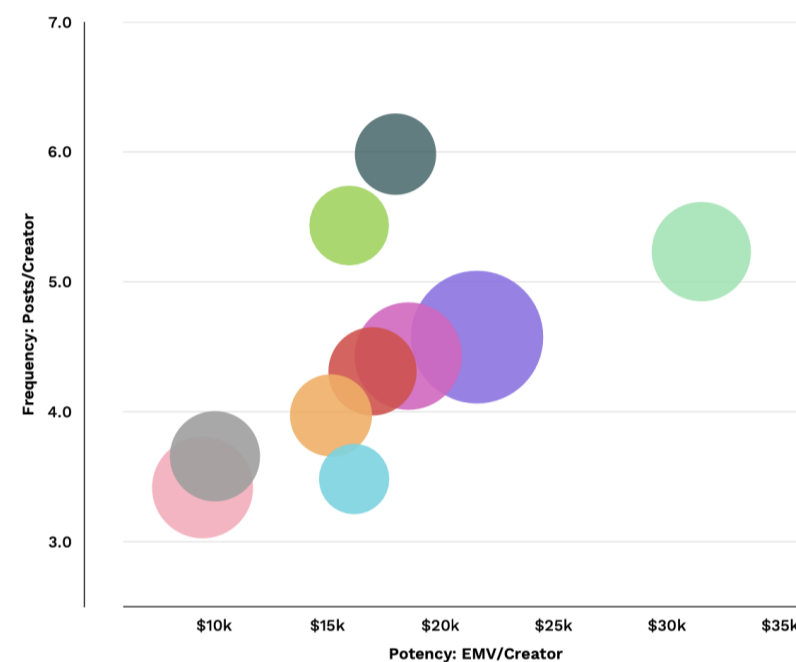CreatorIQ

MLB Teams in the U.S.

Competitive Set	Total EMV		MoM		YoY
Los Angeles Dodgers	$16,219,108	▲	17%	▲	83%
Atlanta Braves	$13,242,670	▲	46%	▲	83%
New York Yankees	$9,145,734	▼	14%	▼	24%
Philadelphia Phillies	$5,644,594	▼	37%	▲	151%
Houston Astros	$5,080,579	▼	33%	▼	2%
Baltimore Orioles	$4,353,509	▼	14%	▲	147%
Boston Red Sox	$4,311,627	▼	34%	▲	13%
Los Angeles Angels	$4,132,706	▼	29%	▼	10%
New York Mets	$3,486,498	▼	50%	▼	55%
Texas Rangers	$3,415,838	▲	12%	▲	47%

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Community Metrics

Community Size, Frequency, and Potency for MLB Teams

Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
● Los Angeles Dodgers	750	−5%	4.6	−1%	$21.6k	23%
● Atlanta Braves	420	4%	5.2	3%	$31.5k	40%
● New York Yankees	492	−30%	4.4	0%	$18.6k	22%
● Philadelphia Phillies	332	−6%	4.3	−21%	$17.0k	−33%
● Houston Astros	282	−22%	6.0	−3%	$18.0k	−14%
● Baltimore Orioles	287	4%	4.0	−4%	$15.2k	−17%
● Boston Red Sox	270	−8%	5.4	−22%	$16.0k	−28%
● Los Angeles Angels	435	−14%	3.4	−12%	$9.5k	−18%
● New York Mets	347	−26%	3.7	−14%	$10.0k	−32%
● Texas Rangers	211	−6%	3.5	−10%	$16.2k	19%

Brand Highlight

A Closer Look at MLB Teams

The Atlanta Braves enjoyed momentum heading into the MLB playoffs, with the team's $13.2M EMV haul representing a Top 10-leading 46% month-over-month improvement. As the first MLB team to clinch a playoff spot, the Braves saw an outpouring of positive coverage from sports outlets like ESPN (@espn), which covered the moment across Instagram, Facebook, and TikTok. The Braves stole the show in the sports world later in the month, when outfielder Ronald Acuña Jr. became the first MLB player with 30 home runs and 60 stolen bases in a single season. While the Braves saw just a 4% MoM expansion of their community, consistent creators doubled down in their posting habits, sparking broader growth. This consistent cohort powered $11.5M EMV—86% of the Braves' total, and up from $7.7M in August.

What is EMV?

Earned Media Value, or EMV, quantifies the estimated value of consumer engagement with digital earned media. Our holistic approach assigns a unique value to a piece of content based on the platform it was published on and engagement received from followers and consumers. This value is then attributed to the specific brands mentioned within the post. EMV can be used to evaluate the earned performance of individual marketing campaigns and benchmark brands within the competitive landscape.

Posts by
- Creators
- Brands
- Retailers
- Publications

Engagement via
- Comments
- Tweets/Retweets
- Favorites
- Likes
- Pins/Repins
- Shares
- Video Views

On Platforms including
- Instagram
- Youtube
- Facebook
- Twitter
- TikTok
- Pinterest
- Blogs

Glossary of terms

Community Metrics

Community Size
The total number of creators who authored content about a brand within a given time period.

Posting Frequency
The average number of posts authored per creator for a brand within a given time period.

Creator Potency
The average amount of EMV driven per creator for a brand within a given time period.

Creator Tiers

Powerhouse Creator
Creators with over 1M followers on their primary channel.

Established Creator
Creators with 300k to 1M followers on their primary channel.

Mid-Tier Creator
Creators with 100k to 300k followers on their primary channel.

Micro-Creator
Creators with fewer than 100k followers on their primary channel.

Others

Sponsored EMV
A post is labelled "sponsored" if it contains hashtags or language that denote a sponsorship, such as "#ad" or "#spon."

Engagements
The total number of likes, comments, and shares that content about your brand received.

Reach
The total follower count of the creators who mentioned your brand.

Impressions
How many times content about your brand was viewed by your creator community's followers.

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