

The Top 10











NFL Teams in the U.S.

September 2023



The Top 10

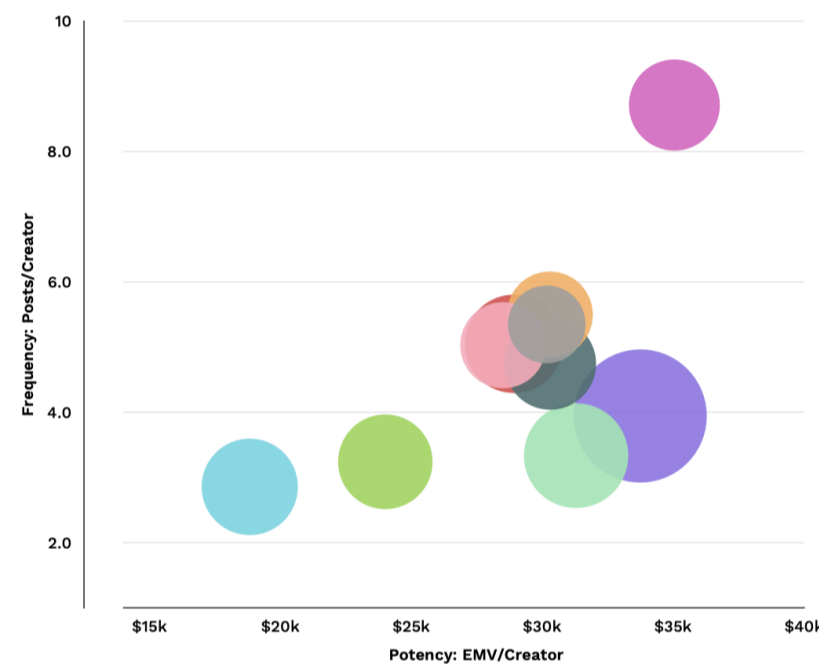
NFL Teams in the U.S.

Competitive Set	Total EMV	MoM	YoY
Kansas City Chiefs	\$45,814,420 	▲ 421%	▲ 337%
New York Jets	\$26,267,035 	▲ 216%	▲ 506%
San Francisco 49ers	\$22,298,981 	▲ 65%	▲ 83%
Detroit Lions	\$21,468,752 	▲ 296%	▲ 171%
Miami Dolphins	\$19,617,205 	▲ 249%	▲ 47%
Pittsburgh Steelers	\$17,333,283 	▲ 100%	▲ 52%
Dallas Cowboys	\$16,476,826 	▲ 80%	▲ 51%
Green Bay Packers	\$16,286,841 	▲ 160%	▲ 72%
Cleveland Browns	\$14,035,733 	▲ 97%	▲ 59%
Philadelphia Eagles	\$13,414,127 	▲ 132%	▲ 77%

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Community Metrics

Community Size, Frequency, and Potency for NFL Teams



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Kansas City Chiefs	1,357	170%	3.9	1%	\$33.8k	93%
New York Jets	839	156%	3.3	-17%	\$31.3k	23%
San Francisco 49ers	636	76%	8.7	-11%	\$35.1k	-6%
Detroit Lions	742	151%	5.0	15%	\$28.9k	58%
Miami Dolphins	647	133%	4.7	10%	\$30.3k	50%
Pittsburgh Steelers	572	83%	5.5	2%	\$30.3k	9%
Dallas Cowboys	686	97%	3.2	-2%	\$24.0k	-9%
Green Bay Packers	571	80%	5.0	27%	\$28.5k	44%
Cleveland Browns	465	63%	5.3	-7%	\$30.2k	21%
Philadelphia Eagles	712	75%	2.8	4%	\$18.8k	33%

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Brand Highlight

A Closer Look at NFL Teams







In what should come as no surprise to football fans, pop culture followers, or really anyone not living under a rock, the Kansas City Chiefs had an excellent September. Pop sensation Taylor Swift's romance with star tight end Travis Kelce drew more coverage this month than, well, Travis Kelce, with sports and entertainment outlets broadcasting every last detail of her visits to multiple Chiefs games. Thanks to an unprecedented media frenzy, the Chiefs collected \$45.8M EMV—a whopping 421% MoM growth that helped the team rank No. 1 on September's leaderboard by a wide margin. Swiftmania not only inspired increased content creation among consistent creators, who jumped from \$6.8M to \$24.8M EMV MoM, but brought in \$21.0M from creators who hadn't posted about the Chiefs in August. Mentions of "Taylor Swift" accounted for \$24.6M EMV in September alone—not only more than half the Chiefs' total, but good for No. 2 on the NFL leaderboard, between the New York Jets (\$26.3M) and the San Francisco 49ers (\$22.3M). Without any mentions of Taylor Swift, the Chiefs would have collected \$21.1M EMV, and would have once again been narrowly defeated by the Detroit Lions (\$21.5M).








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.