Major League Baseball

2022 REVIEW

horizm

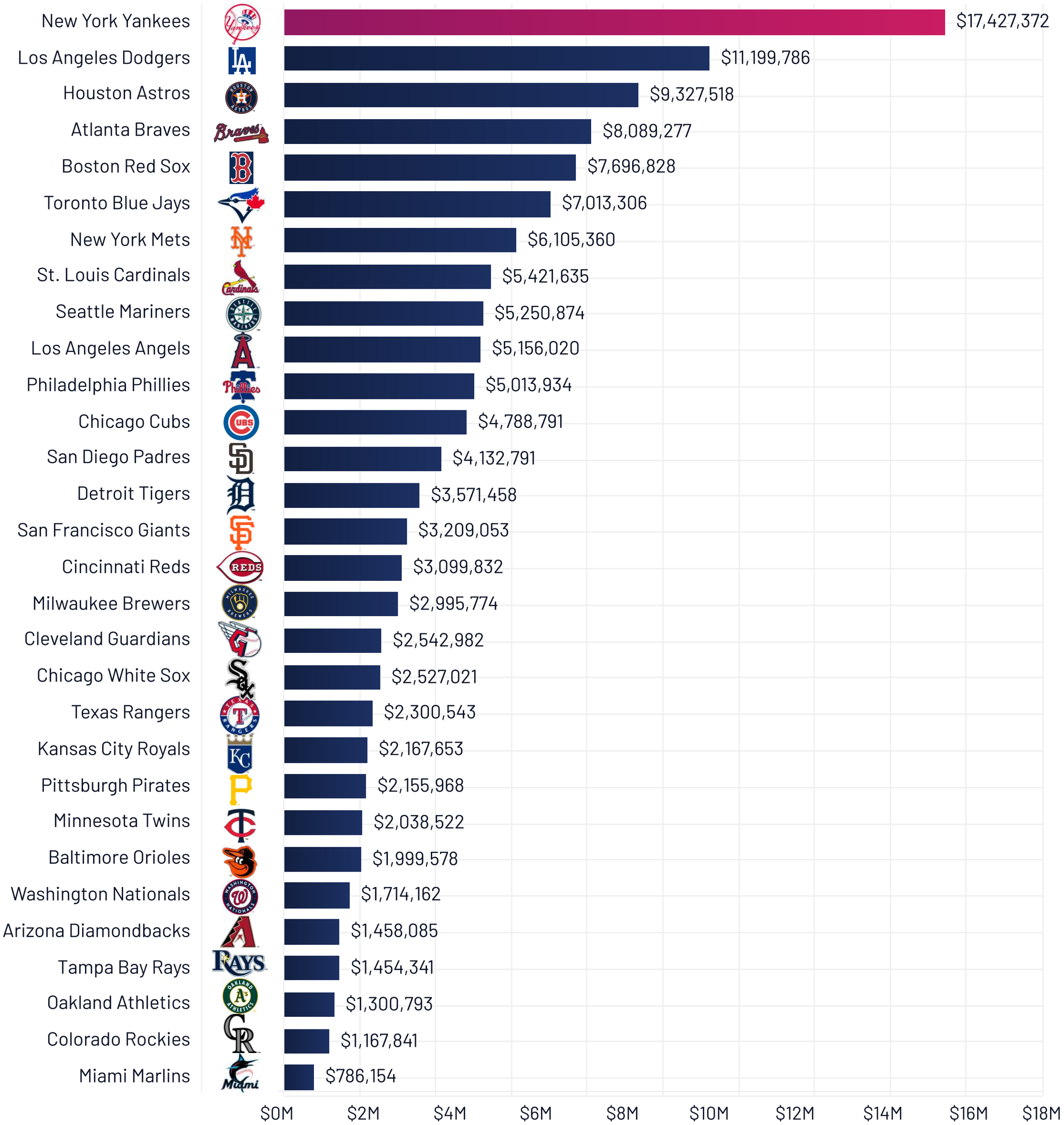
*We Connect **Brands** to **Sports Audiences***

RANKING BY AUDIENCE

Yankees are the biggest team in terms of following, followed by Red Sox and Dodgers.

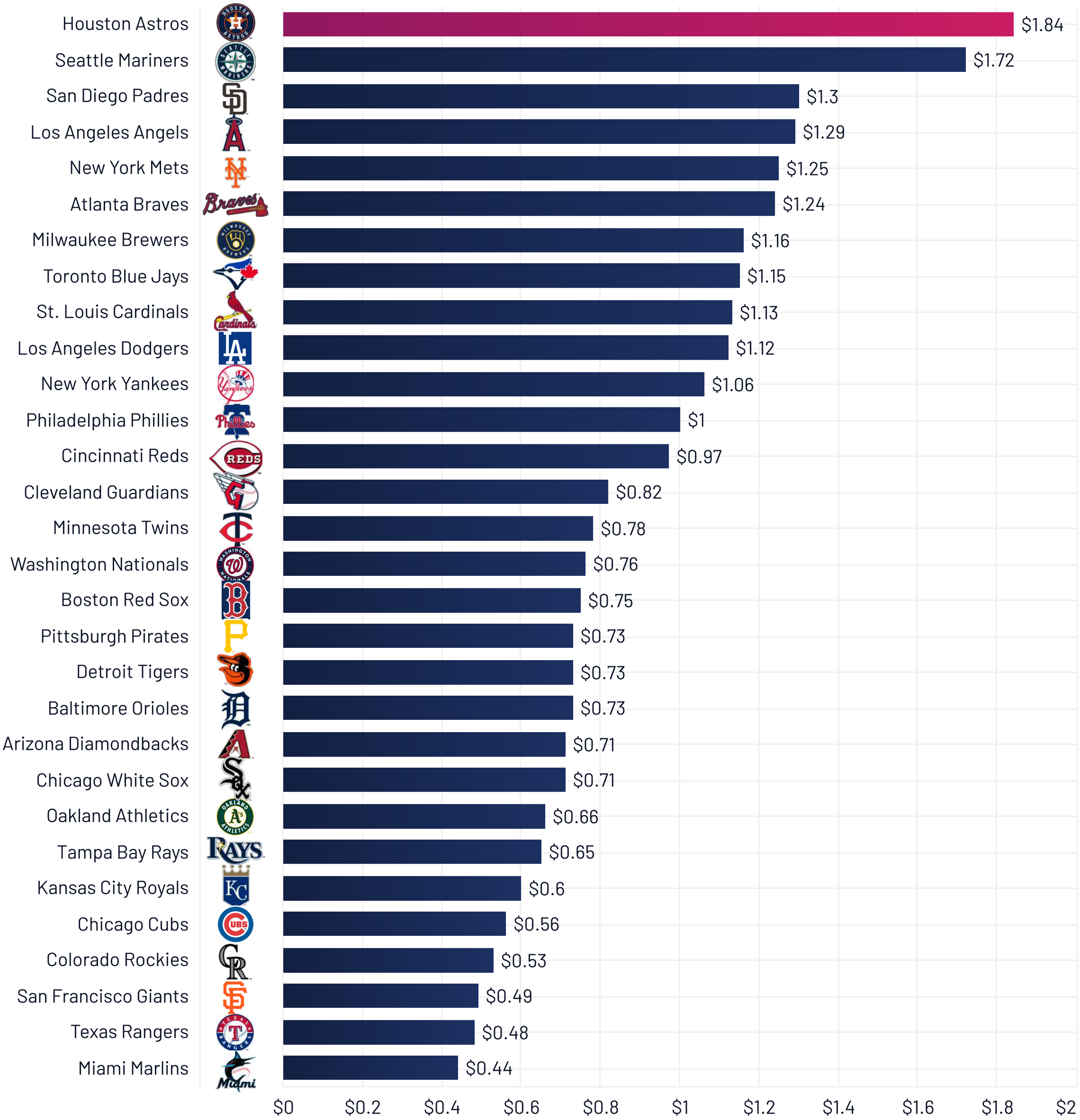
RANKING BY VALUE GENERATED

Yankees and Dodgers are also on the top of the list in terms of value generated with the Astros, winners of the World Series, ranked 3rd.



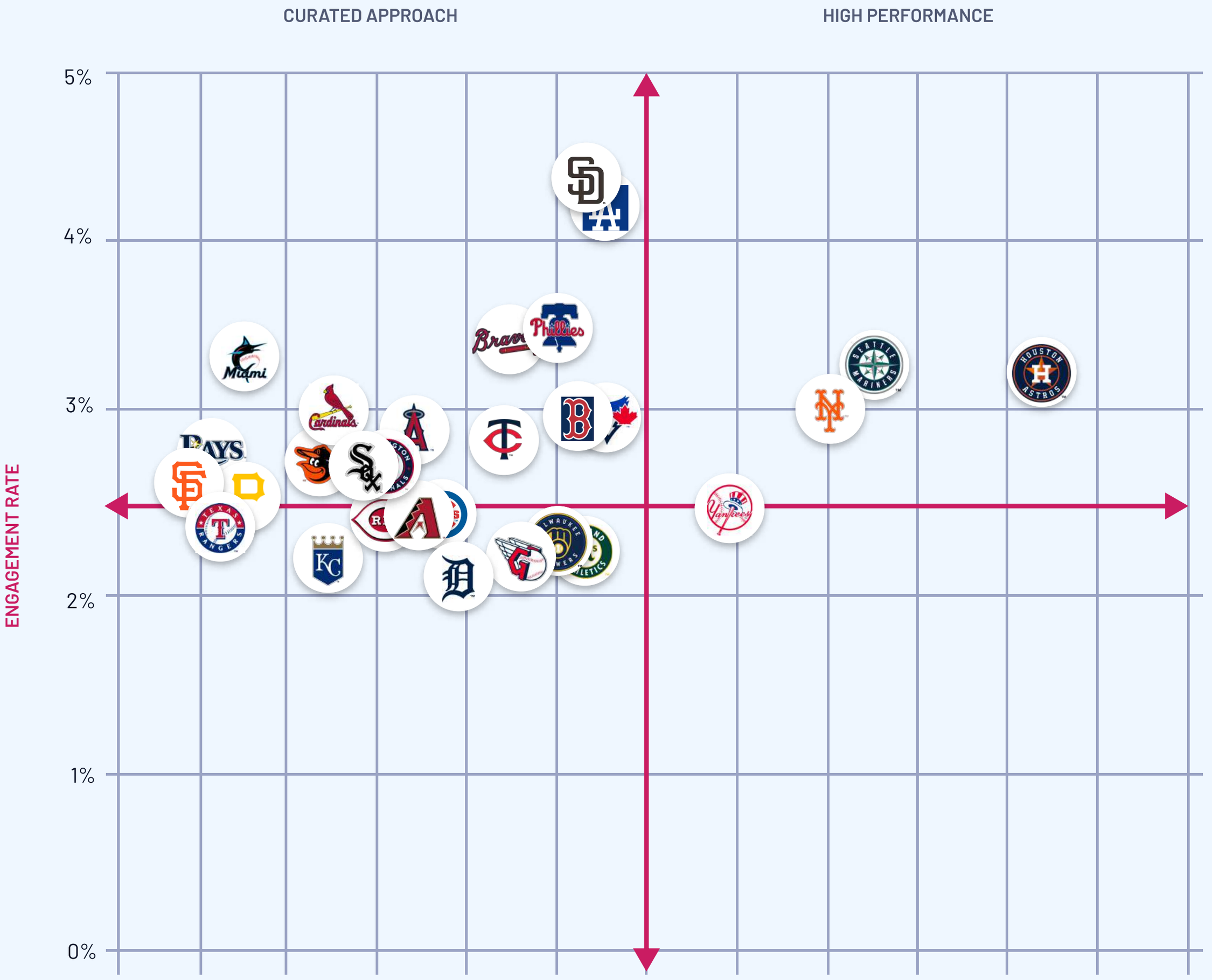
RANKING BY VALUE PER FAN

Astros and Mariners dominate the value per fan metric, with Houston being helped by their win of the World Series.



COMPARISON OF PERFORMANCE VS NUMBER OF POSTS

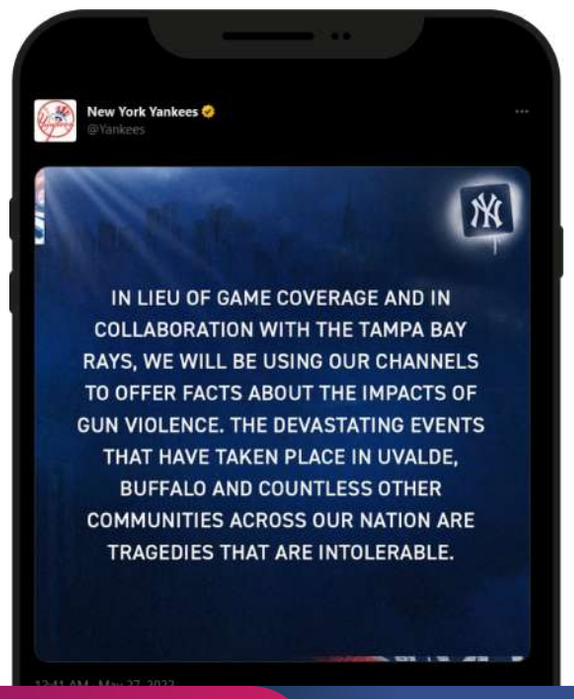
The ability to generate is closely linked with the activity levels and number of posts as we can see in the graph with Astros, Yankees and Mariners being some of the most active teams.



TOP 5 PERFORMING POSTS

Yankees and Dodgers dominate the top posts list.

New York Yankees



1 | VALUE $109,545 | IMPRESSIONS 26,160,210 | ENGAGEMENT 597,926

Cincinnati Reds

2 | VALUE $75,208 | IMPRESSIONS 6,972,532 | ENGAGEMENT 251,446

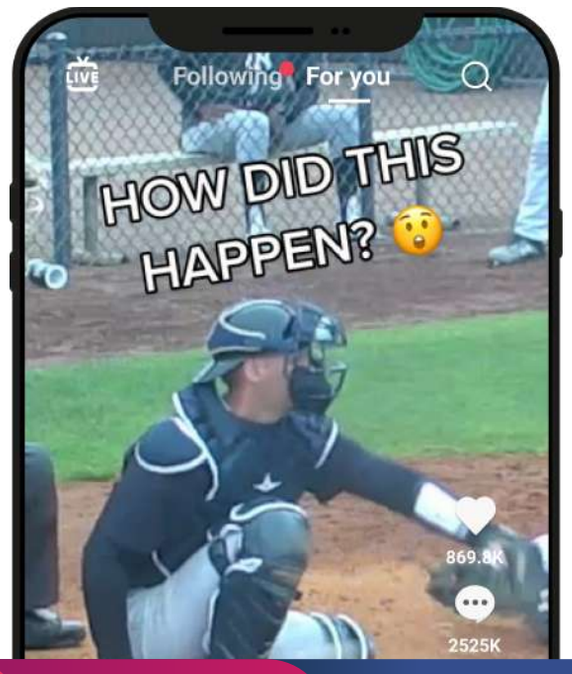
Los Angeles Dodgers

3 | VALUE $74,221 | IMPRESSIONS 20,742,562 | ENGAGEMENT 413,244

Los Angeles Dodgers

4 | VALUE $64,103 | IMPRESSIONS 17,914,969 | ENGAGEMENT 363,998

New York Yankees



5 | VALUE $58,655 | IMPRESSIONS 13,200,000 | ENGAGEMENT 1,221,864

horizm

We** Connect **Brands** to **Sports Audiences

horizm.com