# Major League Soccer

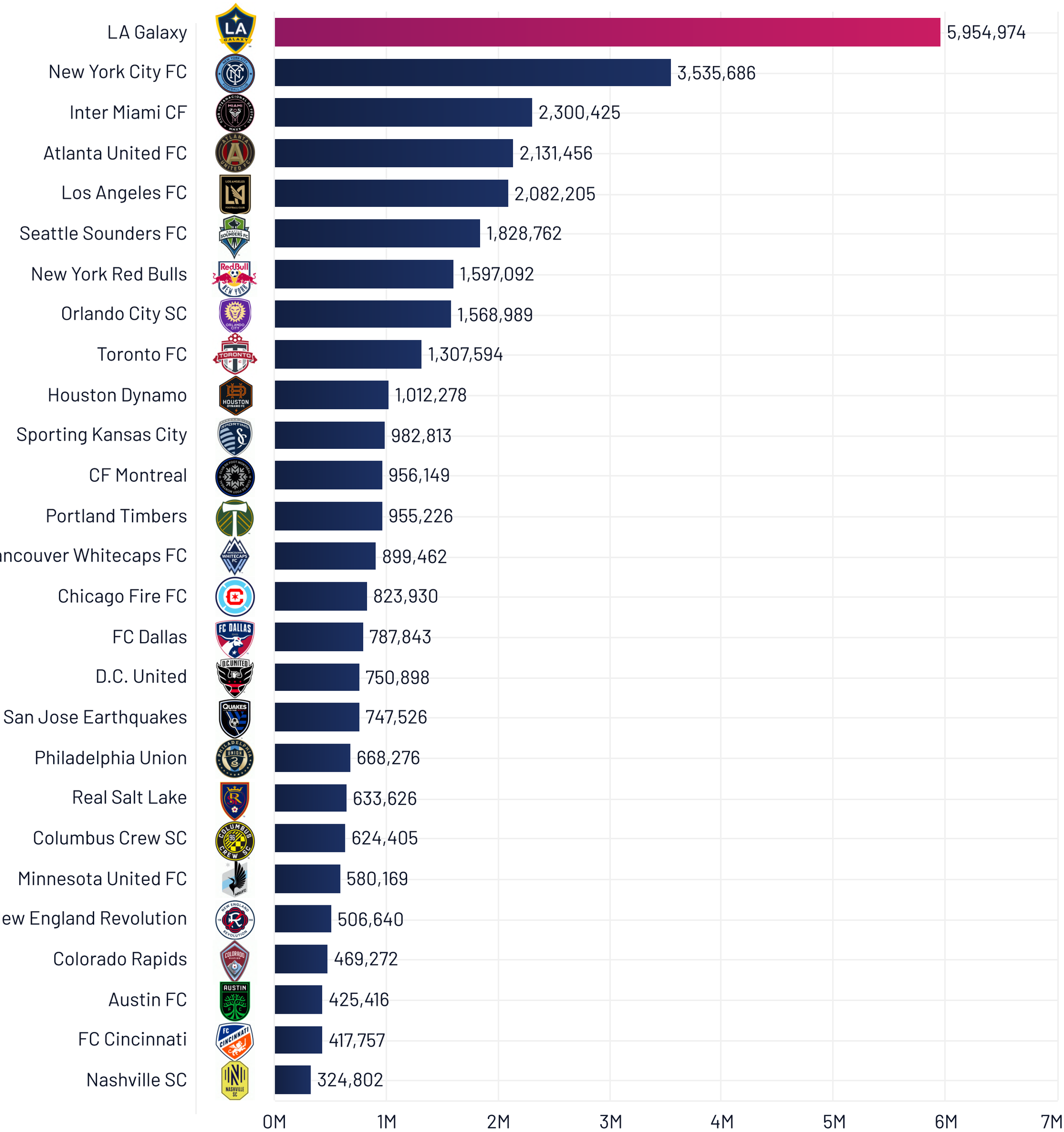
## 2022 REVIEW

horizm

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

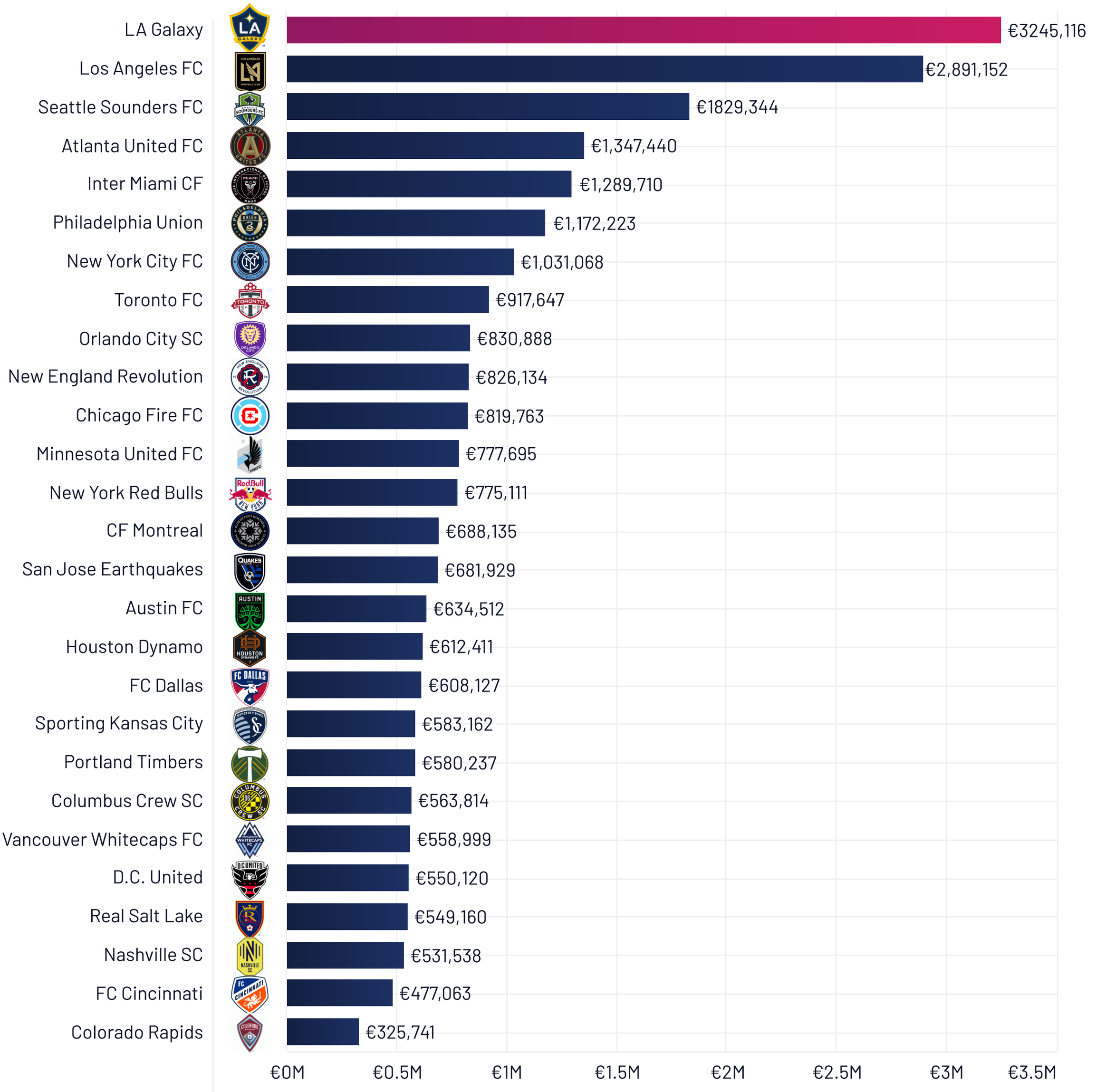
# RANKING BY AUDIENCE

LA Galaxy is clearly the biggest team in the MLS with almost double the following of the second team.



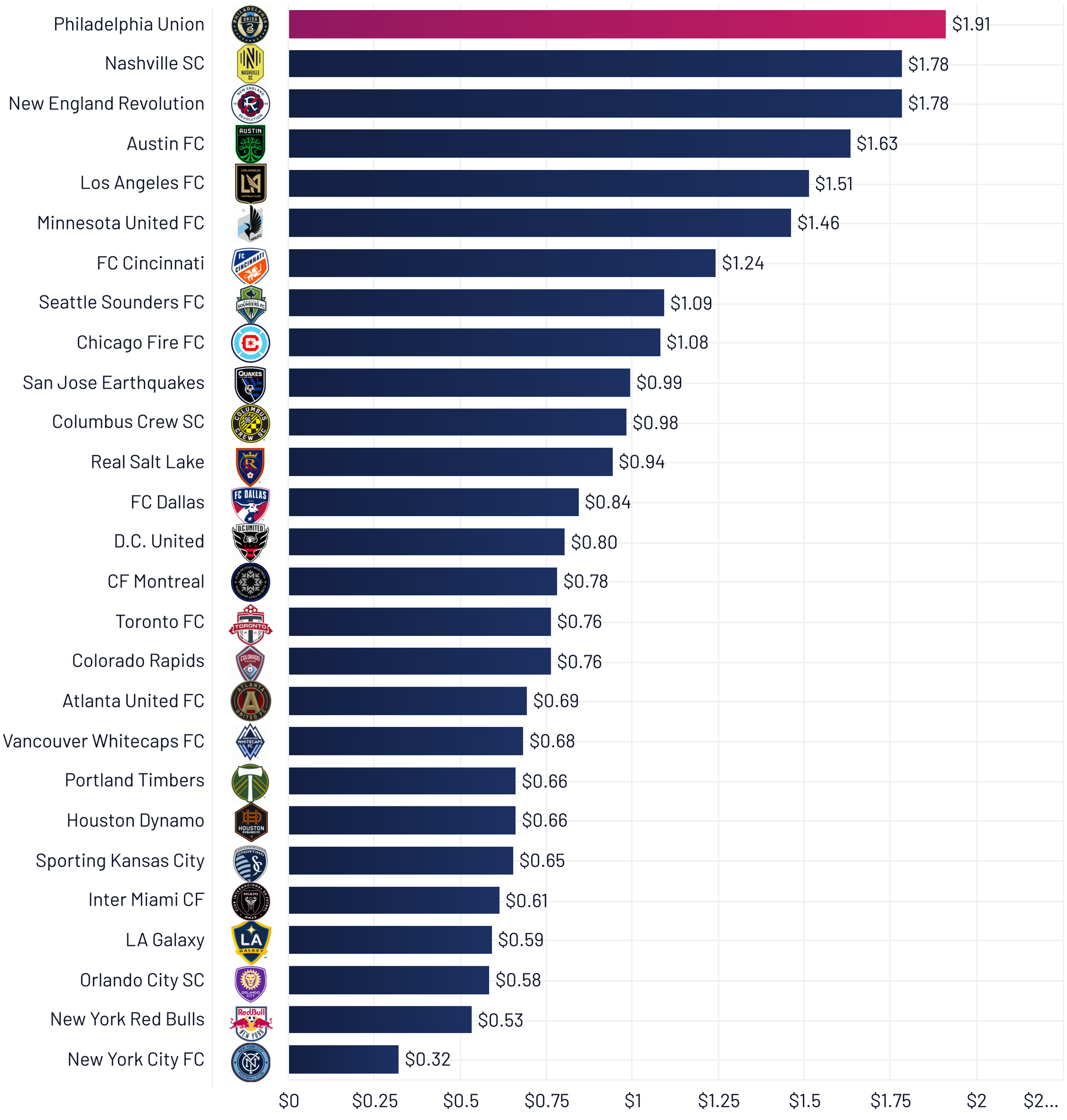
# RANKING BY VALUE GENERATED

Not surprisingly, they top the league in terms of value generated closely followed by the other LA team: Los Angeles FC.



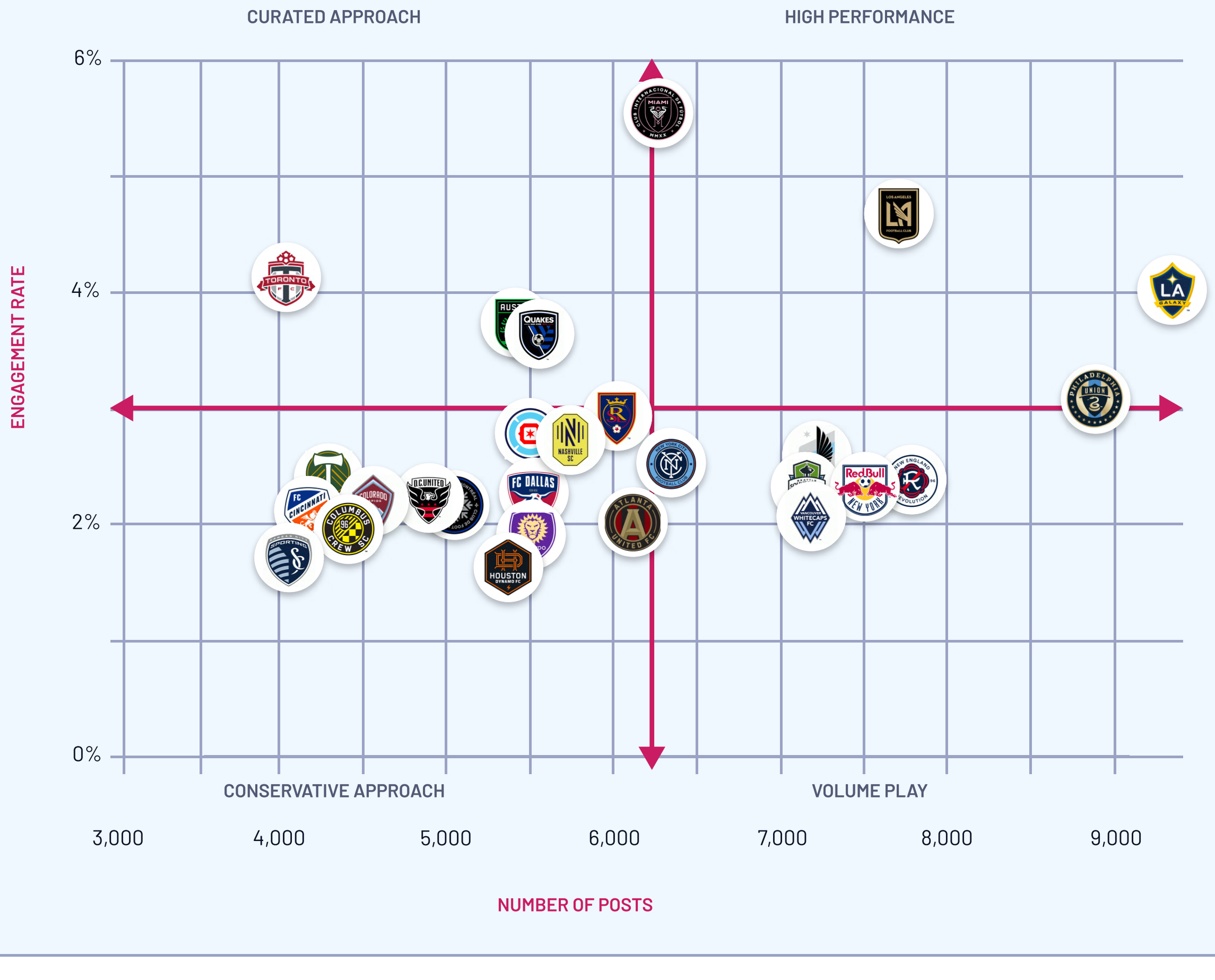
# RANKING BY VALUE PER FAN

One of the newer teams, Charlotte FC is the best in generating value per fan followed by Philadelphia Union and NE Revolution.



# COMPARISON OF PERFORMANCE VS NUMBER OF POSTS

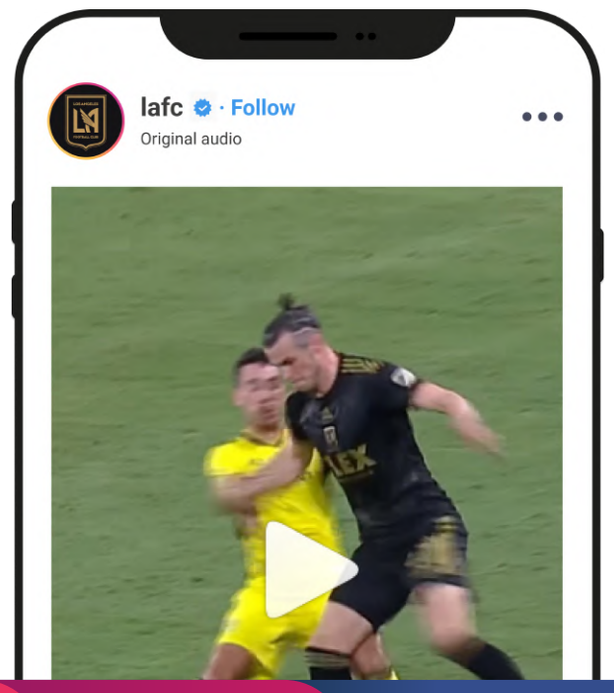
LA Galaxy are also the most active team in the league posting almost 3x what Kansas City does.



# TOP 5 PERFORMING POSTS

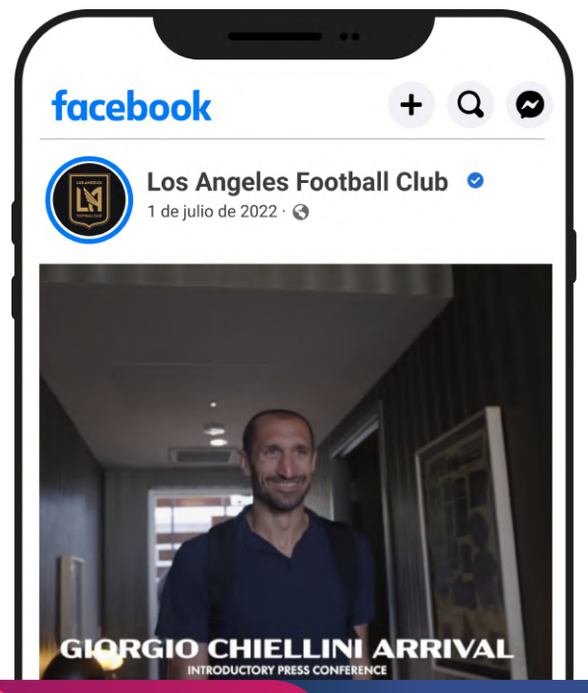
Los Angeles FC ends up dominating the best preforming posts, with 4 out of the top 5.

## Los Angeles FC



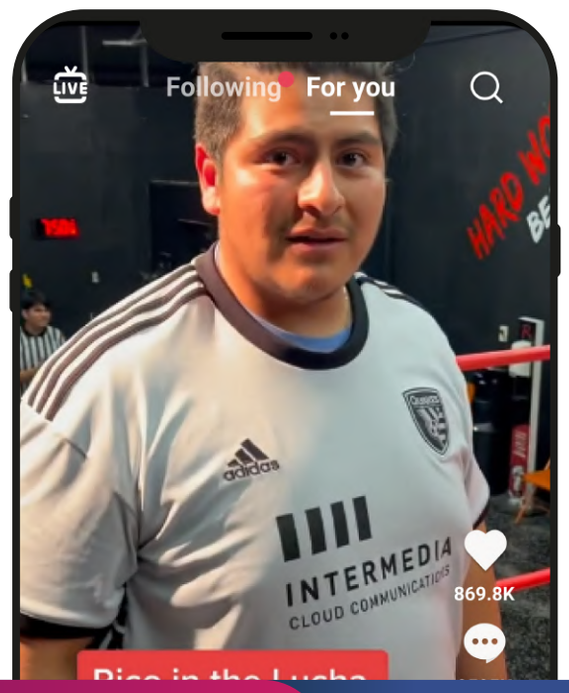

1
VALUE $184,629
IMPRESSIONS 28,979,461
ENGAGEMENT 980,571

## Los Angeles FC



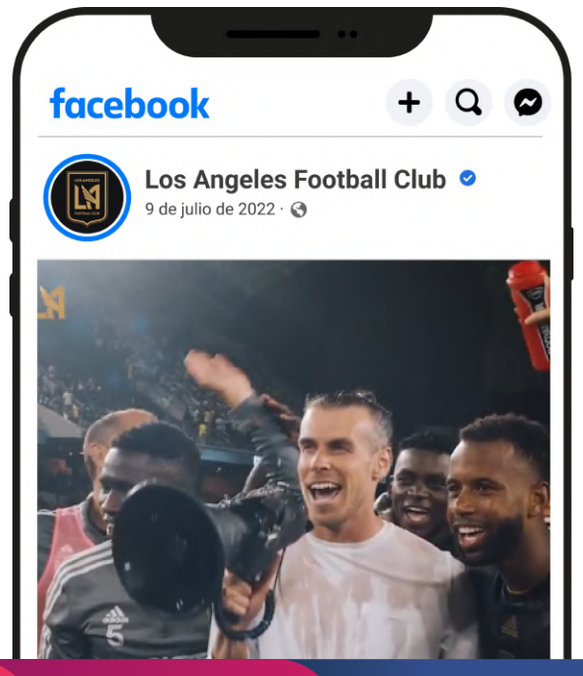

2
VALUE $65,132
IMPRESSIONS 4,865,475
ENGAGEMENT 127,742

## San Jose Earthquakes



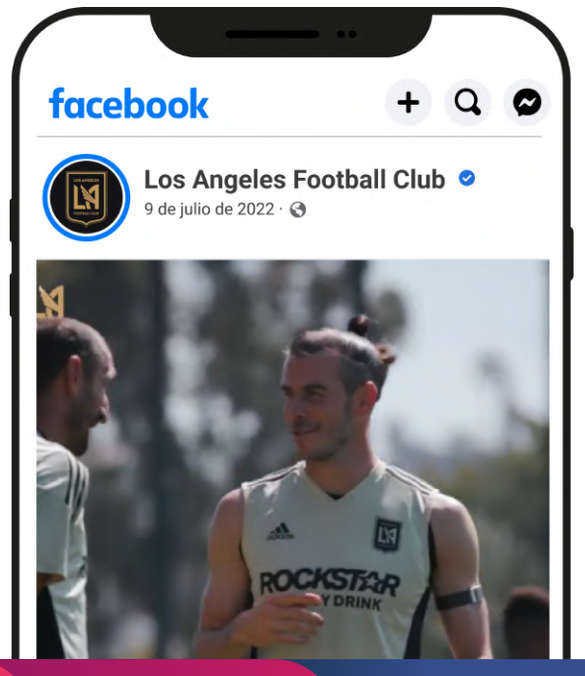

3
VALUE $64,627
IMPRESSIONS 11,400,000
ENGAGEMENT 751,215

## Los Angeles FC




4
VALUE $58,512
IMPRESSIONS 4,371,001
ENGAGEMENT 128,215

## Los Angeles FC




5
VALUE $48,813
IMPRESSIONS 3,646,421
ENGAGEMENT 102,659

horizm

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

***horizm.com***