# CLIENT CASE STUDY

# OLYMPIQUE LYONNAIS

horizm
The future of digital revenue in sport

## BACKGROUND

Olympique Lyon (OL) are one of the most popular teams in France, having enjoyed a period of unprecedent success in the early 2000s when they won a record seven consecutive Ligue 1 titles. This success has helped them build a significant social following over more than 8m across Facebook, Instagram and Twitter alone.

## THE BUSINESS CASE

**OL Deputy GM, Harry Moyal** noticed that as the club increased the volume of content created across their different digital channels, this content was falling into a number of key recurring themes. He was convinced that the inherent value in these recurring content series was being understated in their existing sponsorship contracts. He needed a way to better understand, and communicate to sponsors, what the true value was. Moyal also wanted to understand how the value they were generating compared with their competitors and to find a solution that could help them secure partners for their digital assets.

> *"I'm convinced that Horizm's leadership shares the same vision that I have about the evolution of the industry."*

Harry Moyal, Deputy GM, Olympique Lyonnais

## HOW WE MET THEIR NEEDS

Horizm's AI platform enabled OL to have a better understanding of the performance of their content strategy, across the social and digital channels they were using – not just metrics such as reach and engagement but accurate, real-time valuations of each post. This ability to have a granular level understanding of the economic value they were generating greatly aided OL's discussions both with sponsors and with internal stakeholders when planning their digital strategy.

OL also benefited from our proprietary benchmarking tool, **Intelligenz**, which allowed them to compare their digital performance with that of selected peers to really understand what is working and what other best practices they could be adopting.

**To find out how Horizm can help you, please contact sam.grimley@horizm.com | horizm.com**