



TRANSFORM SPONSORSHIP VALUATION & MEASUREMENT

Relo Metrics and Meltwater's combined capabilities bring earned digital measurement to sponsorship valuation. By combining Relo Metrics' advanced sponsorship analytics with Meltwater's real-time media intelligence, we help sports and entertainment organizations optimize investments and maximize impact.

COMPLETE COVERAGE

Unlock the power of broadcast, in-venue activations, earned digital and social media alongside sponsorship analytics to measure performance across the funnel.



Brand image detection



Viewership data



Social media engagement including sentiment



Brand exposure by media placement



Deterministic conversion and attribution

A HOLISTIC VIEW OF IMPACT

Dig into our granular data to understand the story behind your numbers, for example, impact around key players, partnerships/sponsorships, the arena, and leadership performance across digital and social channels.

Our complimentary technology and user-friendly dashboards surface easy to action insights making data interpretation a breeze. Leverage these insights to confidently optimize and make data-backed decisions that ultimately lead to improved fan experience, revenue growth and brand loyalty.

- Evaluate your effectiveness by benchmarking sponsorship assets & placements against past campaigns as well as your competitors, for example, LED, jersey patch, naming rights and more
- Refine your approach continuously, ensuring you're always in the lead and amplifying brand impact
- Provide ROI by adding a dollar value to sponsorship

BRIDGING THE GAP BETWEEN RIGHTS HOLDERS, MEDIA COMPANIES, BRANDS & AGENCIES

From rights holders to brands and agencies, our joint solution supports several organizations and teams that sit within them.

- Close the gap between marketing, social, PR/comms and partnership sales teams with a solution that measures partner performance across the season.
- Unite media strategy and experiential marketing across marketing planning and execution teams.
- Enable various agencies within PR, Media, and Sports to collaborate on data strategy and measurement.

Ready to redefine measurement? Meltwater and Relo Metrics are here to help you win and take your media and sponsorship strategies to championship levels. Learn more at www.meltwater.com

