



**JUNE 2021**  
Media Dashboard Report

## EARNED MEDIA

NEWS MENTIONS AND MEDIA COVERAGE

JUNE

MEDIA DASHBOARD



# Top News Story Mention

Rally Cycling play numbers game to dominate race for men's USA road title

“US-based ProTeam Rally Cycling knew it had its work cut out to win the elite men's road race at the USA Cycling Pro Road Championship.”

**PUBLISHED**  
6/21/21 on  
NewsBreak

**EST. AUDIENCE**  
823,951

**AUTHOR**  
Jackie Tyson

**EST. PUBLICITY VALUE**  
\$98,874



**380**

Articles

**27**

Countries

**90,297,707**

Total Online News Audience

**\$3,166,997**

Total Online News Publicity

1,598

46

385,501,298

\$12,519,455

YTD

## OWNED MEDIA

WEBSITE AND SOCIAL MEDIA

JUNE

MEDIA DASHBOARD



# Top Website Story

## Roskopf wins national road title

Joey Roskopf claimed the men's team's first-ever national road title in Knoxville, TN after a daring late-race attack."

**PAGEVIEWS**  
1,216

**AVG TIME ON PAGE**  
48 sec



# OWNED MEDIA

SOCIAL CHANNELS

JUNE

MEDIA DASHBOARD



## Overview

CHANNEL	ENGAGEMENTS*	IMPRESSIONS**	VIDEO VIEWS	SOCIAL VALUE***
Facebook	87,944	1,019,273	412,680	\$48,476
Twitter	14,823	382,407	26,397	\$11,234
Instagram	22,765	766,029	86,055	\$68,477
LinkedIn	2,647	27,212	6,457	--
YouTube	18	9,800	629	--
<b>TOTAL</b>	<b>128,197</b>	<b>2,204,721</b>	<b>532,218</b>	<b>\$128,187</b>
<b>YTD</b>	<b>316,038</b>	<b>8,083,202</b>	<b>1,177,520</b>	<b>\$412,142</b>

**TOTAL MESSAGES/POSTS**

Sent

**531**

**TOTAL MESSAGES/POSTS**

Received

**2,029**

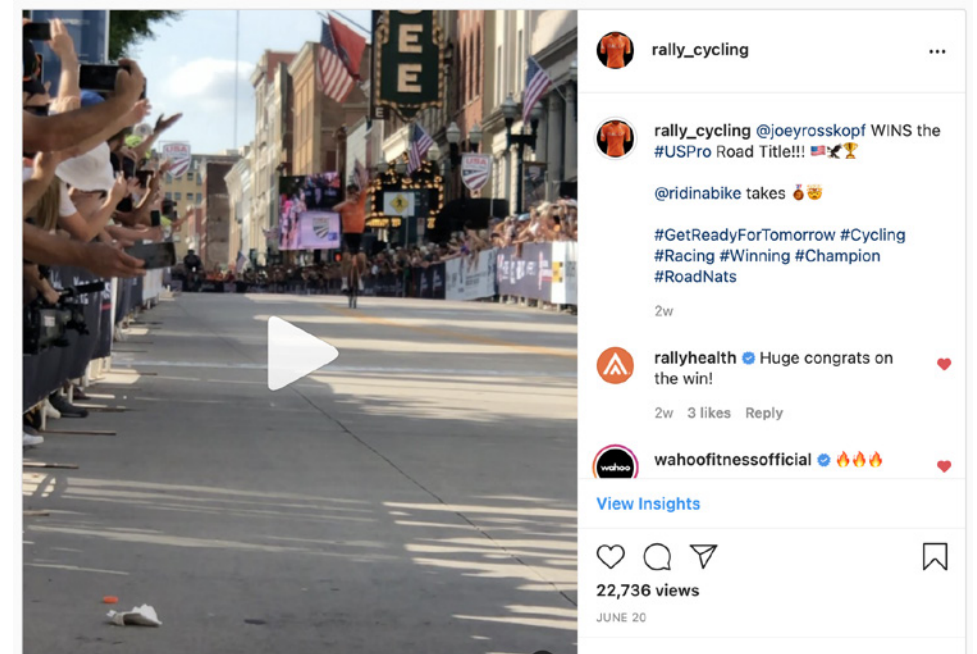
\* Engagements represent the total number of times that users reacted to, commented on, shared, or clicked on posts.

\*\* Impressions represent the number of times that any content associated with your page was displayed to a user.

\*\*\* The full equivalent media value of social posts based on applicable impressions, video views, and engagements.

## Top Social Post

<b>PUBLISHED</b>	<b>REACTIONS</b>	<b>VIDEO VIEWS</b>
6/20/21	3,271	22,735
<b>COMMENTS</b>	<b>IMPRESSIONS</b>	<b>SOCIAL VALUE</b>
73	39,836	\$5,350



“@joeyrosskopf WINS the #USPro Road Title!!!  
@ridinabike takes bronze”

# OWNED MEDIA

INSTAGRAM

JUNE

MEDIA DASHBOARD



## Case Study

Embedded Instagram coverage of US Nationals included Wall Posts, Stories, and Reels from June 17-21, 2021

### IMPRESSIONS

439,436

### ENGAGEMENTS

11,598

### PROFILE LINK CLICKS

128

### TOTAL # OF POSTS

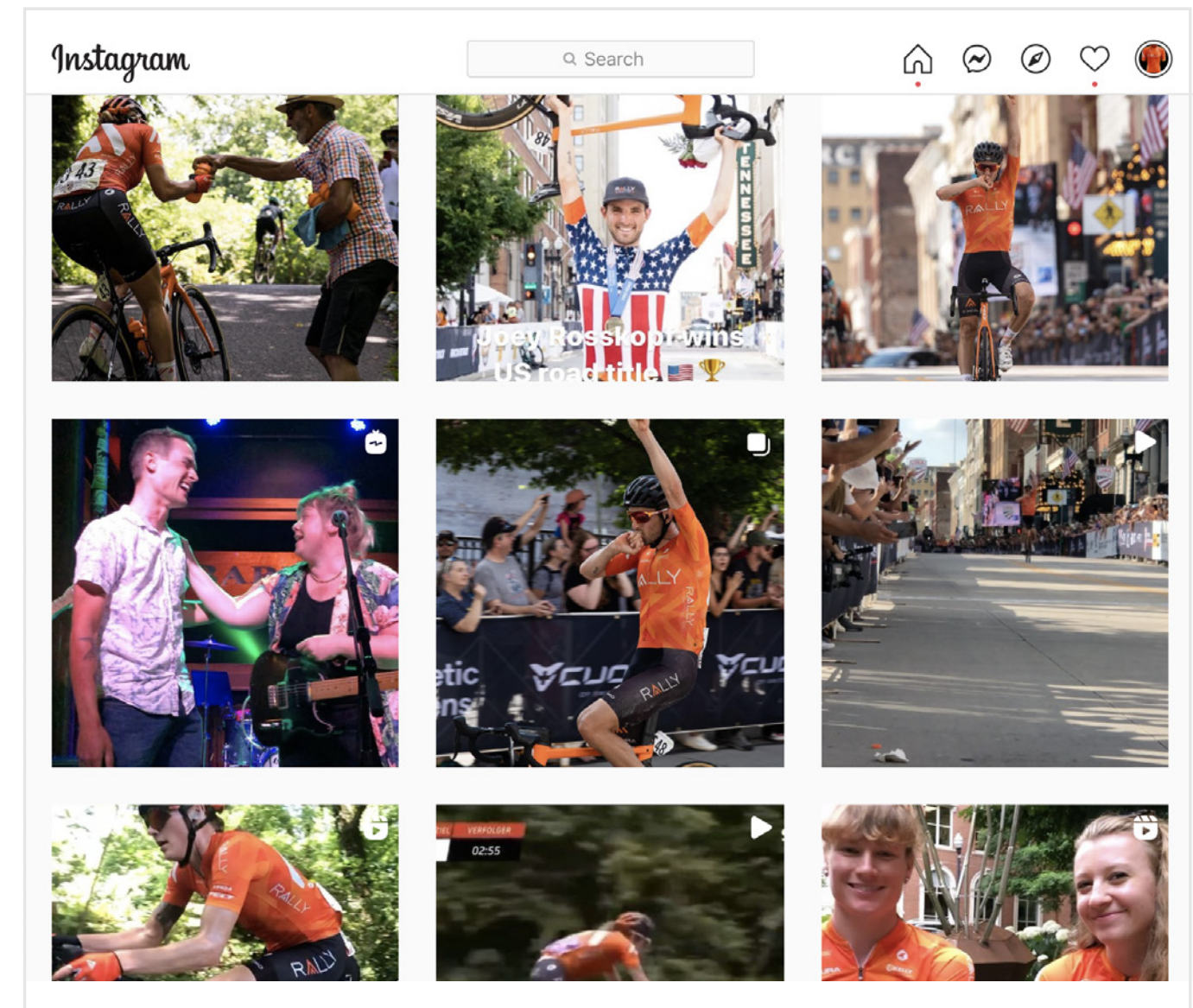
198

### SOCIAL VALUE

\$31,842

### FOLLOWERS GAINED

259



# PERFORMANCE

RACES AND RESULTS



## Races

RACE DAYS: Road 24

### TOP RACES COMPETED IN

US National Championships, German National Championships, Armed Forces Classic, St Francis Tulsa Tough, Unbound Gravel, Carter County Omnium



## JUNE

MEDIA DASHBOARD

## Top Results

1st	Joey Roskopf	US National Championships - Road Race
1st	Stephen Bassett	Carter County Omnium
1st	Olivia Ray	Music City Crit
3rd	Kyle Murphy	US National Championships - Road Race
6th	Robin Carpenter	Unbound Gravel 200
7th	Clara Koppenburg	German National Championships - Road Race

## Results YTD

### WOMEN

10 Wins  
16 Podiums  
49 Top 15s

### MEN

10 Wins  
12 Podium  
40 Top 15s

### WEEKLY VIRTUAL RIDE PARTICIPANTS

2,095 YTD

1 US Pro National Championship

## FOOTNOTES

HOW WE EVALUATE OUR DATA

**Rally Cycling strives to provide accurate, meaningful metrics and transparency around how we value earned and owned media.**

## JUNE

MEDIA DASHBOARD



### Engagements

An engagement means a fan interacted with a post. This includes likes, shares, retweets, comments, and reposts. It is the most impactful metric for social media.

### TV/Online news audience and publicity value

The team uses the media monitoring service Critical Mention to measure earned media across the globe. Critical Mention captures closed-captioning television mentions of Rally Cycling in North America and the United Kingdom in addition to online news mentions.

### Media Monitoring

Critical Mention uses Nielsen Media Research for TV audience/value and ComScore to calculate online news audience/value.

### Social Media

Engagements and Impressions provided by Sprout Social.

Social Value provided by Zoomph. Zoomph uses industry standard ad values to measure a post's value based on AI logo and language detection, post engagements and impressions.

Individual logo exposure is measured based on clarity, size, clutter, centrality, timeliness (video).