



The Foot Locker logo, consisting of the words 'Foot Locker' in a bold, white, sans-serif font, centered within a black rectangular box. This box is placed inside a white circle that has a dark blue border, all set against a dark blue background.

October 2022 - March 2023

# Foot Locker Races Ahead of Competitors Thanks to A-List Celebrities



# Highlights

October 2022 - March 2023

**Foot Locker**

**10.8M**



Engagements

**1.2B**



Reach

**170.4M**



Impressions

**1.5k**



Total Creators

**5.8k**



Total Mentions



## Top 3 Creators & Partnerships

By Impressions



**Lauren London**  
@laurenlondon

**22.1M**



**Dixie D'Amelio**  
@dixiedamelio

**15.8M**



**Funny Hood Vidz**  
@funnyhoodvidz

**6.8M**



# Competitive Benchmark

October 2022 - March 2023



## Closest Competitor

via Total Reach



Dick's Sporting Goods

1.1B



9%  
less than  
Foot Locker's



## Slowed Community Growth



-33%

HoH decrease  
in total content  
creators



1.3k

Creators



13%  
smaller than  
Foot Locker's  
creator  
community

## Diminished Post Volume



-22%

HoH decrease  
in post volume



3.3k

Mentions



43%  
smaller than  
Foot Locker's  
post volume



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