

October 2022 - March 2023

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





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



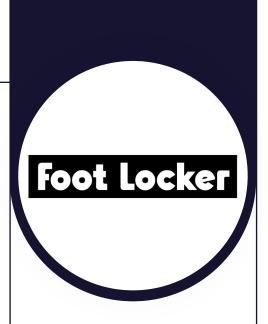
Funny Hood Vidz @funnyhoodvidz

6.8M



Competitive Benchmark

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Closest Competitor

via Total Reach



Dick's Sporting Goods

1.1B



less than Foot Locker's





Slowed Community Growth



HoH decrease -33% HoH decrease in total content

≗ 1.3k

Creators

13% smaller than Foot Locker's creator community

Diminished Post Volume



9 -22%

HoH decrease in post volume



₹ 3.3k

43% smaller than Foot Locker's post volume



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- Creator Search
- Creator Pay
- Campaign Management
- API Integration
- Competitor Benchmarking

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