

## ZOOMPH INSIGHT | INSIDE THE METHODOLOGY OF 50 MOST MARKETABLE ATHLETES 2021

How is the 50 Most Marketable Athletes list decided? The short answer is a lot of smart data and clever analysis. Here, Zoomph's director of strategic initiatives and business intelligence, Scott Lewis, lifts the lid on the data behind this year's rankings.

The process of putting together the SportsPro 50 Most Marketable Athletes list, presented by Greenfly, is a lot more than just a random selection of names plucked out of thin air.

Simone Biles is a global star but her place at the top of the 50 Most Marketable Athletes list is not simply a story of supreme athletic ability, likewise Naomi Osaka at number two. Meanwhile, Ashlyn Harris, perhaps a surprise as the third-ranked 50MM athlete, achieves that standing based on some bespoke metrics which delve into the very meaning of marketability.

The Zoomph scoring model, and definition of marketability, is based not just on how many followers and/or likes an athlete may have, but the demographic makeup and consumer affinities of their audience as well.

Analysed on a global basis, athletes across soccer, cricket, mixed martial arts (MMA), boxing, surfing, tennis, golf, volleyball, motorsport and esports were all tracked on the Zoomph media valuation and consumer insights platforms via direct APIs with the social networks. Also included in that cohort were Olympic athletes and those from the major North American sports leagues.

To settle on the final 50 Most Marketable Athletes ranking, digital engagement measurement specialist Zoomph analysed more than 7,000 athletes who have been active in 2021 on at least three of the four major social platforms – Facebook, Twitter, Instagram and TikTok – between January and July 2021. Follower counts and audience analytics were taken as of 31st July, 2021

The Zoomph scoring model comprised of two primary categories, each given equal 50 per cent overall weighting on a total scale of 250 points. Within each primary category are two or three subcategories.

### SOCIAL PERFORMANCE METRICS: 125 TOTAL POINTS

- **Frequency:** total number of posts
- **Reach:** total number of followers/likes across the four different platforms
- **Engagement:** average engagement rate and follower interaction rate

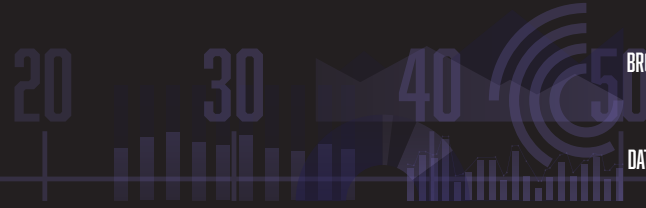
### AUDIENCE METRICS: 125 TOTAL POINTS

- **Fan Demo:** percentage of social audience that is female, Gen Z or Millennial
- **Fan Attractiveness:** percentage audience with an affinity for music, gaming, international/global affairs or luxury goods.

The final Athletes Influencer Score is based on relative strength across the different categories and subcategories in direct comparison to the overall pool of athletes analysed.

Audience metrics were determined by Zoomph's consumer insights platform, which has a database of more than 350 million social profiles. Individual audiences were created for each athlete analysed based on their own social following. All audience demographic and psychographic data was anonymised prior to ingestion into Zoomph, while audience data is continually refreshed into the platform.

# SportsPro 50MM ATHLETES



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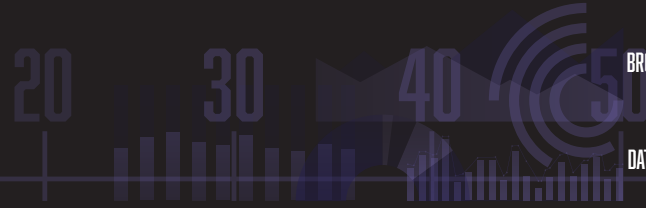
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## SOCIAL METRICS

Rank	Athlete	Sport	Nationality	Age	Frequency (out of 15)	Reach (out of 60)	Engagement (out of 50)	Fan Demo (out of 75)	Fan Attractiveness (out of 50)	Influencer Score	Total Organic Posts	Total Follower Count (FB-Tw-IG-TikTok)	Impressions	Engagement Rate	Follower Interaction Rate
1	Simone Biles	Gymnastics	USA	24	9	50	27	64	33	183	108	7,422,286	179,922,412	5.55%	3.81%
2	Naomi Osaka	Tennis	Japan	23	11	55	27	50	36	179	140	24,783,018	373,305,005	3.54%	6.95%
3	Ashlyn Harris	Soccer	USA	35	10	39	37	62	30	178	122	1,577,382	36,352,781	9.58%	4.52%
4	Canelo Alvarez	Boxing	Mexico	31	12	55	37	41	31	177	200	17,844,162	578,143,187	9.79%	4.24%
5	Paulo Dybala	Soccer	Argentina	27	6	58	35	57	21	176	57	60,136,101	742,034,138	10.42%	3.31%
6	Cristiano Ronaldo	Soccer	Portugal	36	12	60	26	55	22	174	189	559,458,362	10,479,027,930	7.97%	1.85%
7	Ali Krieger	Soccer	USA	37	10	42	37	58	27	174	120	2,144,170	43,498,086	10.00%	4.03%
8	Stefanos Tsitsipas	Tennis	Greece	23	11	42	38	55	28	173	155	1,983,986	55,798,040	8.09%	6.30%
9	Novak Djokovic	Tennis	Serbia	34	12	55	17	56	33	172	171	27,726,210	291,296,019	5.67%	1.10%
10	Alex Morgan	Soccer	USA	32	11	53	27	50	30	171	136	19,530,609	181,721,223	8.83%	1.94%
11	Hardik Pandya	Cricket	India	27	12	58	38	47	15	169	191	36,993,904	1,168,033,435	9.47%	4.94%
12	Lionel Messi	Soccer	Argentina	34	7	59	28	45	30	169	75	342,034,636	4,413,987,590	8.74%	2.26%
13	Roger Federer	Tennis	Switzerland	40	5	54	24	56	29	168	52	39,283,837	211,163,048	6.30%	2.28%
14	Sergio Ramos	Soccer	Spain	35	11	59	26	54	18	167	157	106,443,132	1,163,943,463	8.05%	1.83%
15	Karim Benzema	Soccer	France	33	13	59	20	52	24	167	225	92,732,390	1,444,557,347	6.19%	1.49%

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16	Lewis Hamilton	Motorsport	UK	36	13	57	24	37	35	167	223	35,332,277	947,656,669	6.81%	2.05%
17	Te'a Cooper	Basketball	USA	24	13	46	43	50	14	166	259	3,237,518	95,460,555	11.20%	6.20%
18	Robert Lewandowski	Soccer	Poland	33	9	57	32	44	24	165	100	48,861,028	537,831,676	9.24%	2.69%
19	Grigor Dimitrov	Tennis	Bulgaria	30	1	33	39	57	36	165	19	2,228,429	9,234,433	9.91%	5.07%
20	Nyjah Huston	Skateboarding	USA	26	3	48	41	44	29	165	33	7,699,495	74,132,836	10.75%	5.81%
21	Serena Williams	Tennis	USA	39	5	53	19	51	37	165	50	31,734,732	123,248,721	6.05%	1.23%
22	Candace Parker	Basketball	USA	35	12	40	24	49	39	164	195	1,970,433	39,215,502	6.16%	2.57%
23	Kylian Mbappe	Soccer	France	22	9	59	37	40	20	164	99	74,101,650	1,951,625,865	9.66%	4.09%
24	LeBron James	Basketball	USA	36	14	59	13	45	33	164	348	168,127,092	3,139,249,368	4.74%	0.72%
25	Dominic Thiem	Tennis	Austria	27	5	39	36	53	31	164	56	2,084,808	29,093,338	8.18%	5.45%
26	Rafael Nadal	Tennis	Spain	35	8	54	17	56	29	163	83	41,196,044	157,868,041	5.99%	0.81%
27	Thomas Muller	Soccer	Germany	31	13	54	18	45	33	163	268	29,572,832	274,862,639	5.99%	1.04%
28	Katie Ledecky	Swimming	USA	24	7	26	36	55	39	162	70	880,862	8,109,451	9.41%	3.92%
29	Valentino Rossi	Motorsport	Italy	42	12	53	18	57	23	162	178	29,177,623	163,112,976	6.23%	0.91%
30	Stephen Curry	Basketball	USA	33	11	58	21	47	25	162	160	61,774,803	793,469,080	6.65%	1.48%

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31	Neymar	Soccer	Brazil	29	15	59	13	58	17	162	460	292,771,688	7,177,127,231	4.57%	0.83%
32	Daniel Riccardo	Motorsport	Australia	32	5	50	40	35	32	161	50	8,899,983	117,076,337	9.32%	5.91%
33	Bethany Hamilton	Surfing	USA	31	14	44	8	63	32	160	422	5,927,785	33,055,448	4.01%	0.22%
34	Kristie Mewis	Soccer	USA	30	2	18	49	61	30	160	22	255,565	4,440,371	12.54%	15.31%
35	Megan Rapinoe	Soccer	USA	36	13	45	12	57	32	159	247	3,955,810	66,454,025	4.05%	1.03%
36	Gabriel Medina	Surfing	Brazil	27	4	48	29	62	16	159	38	11,762,492	65,785,020	8.93%	2.15%
37	Kelley O'Hara	Soccer	USA	33	3	31	38	58	29	158	31	1,582,281	9,038,286	10.92%	4.04%
38	Riyad Mahrez	Soccer	Algeria	30	6	53	34	43	21	158	64	19,925,335	215,035,284	7.23%	5.32%
39	Julie Ertz	Soccer	USA	29	3	33	39	56	27	158	34	1,659,539	11,803,916	11.01%	4.52%
40	Cody Bellinger	Baseball	USA	26	2	34	48	48	26	158	27	1,202,613	19,115,416	12.65%	11.05%
41	Mesut Ozil	Soccer	Germany	32	14	59	16	45	24	157	288	87,951,122	2,690,580,113	4.45%	1.64%
42	Chloe Kim	Snowboarding	USA	21	1	25	37	52	41	157	18	1,078,163	4,393,221	10.78%	3.81%
43	Tobin Heath	Soccer	USA	33	1	28	44	59	26	157	18	1,429,817	6,235,225	11.66%	6.26%
44	Lieke Martens	Soccer	Netherlands	28	6	43	42	44	22	156	61	2,248,683	68,903,426	9.02%	8.80%
45	Sydney Leroux Dwyer	Soccer	USA	31	9	44	24	58	20	156	113	3,591,861	44,008,892	7.33%	1.77%

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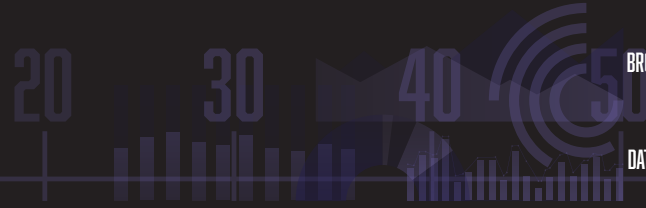
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46	Cam Newton	Football	USA	32	11	49	21	44	30	155	145	8,046,764	89,716,316	7.00%	1.29%
47	Shikhar Dhawan	Cricket	India	35	12	56	27	41	18	154	179	32,351,522	477,356,101	7.01%	2.59%
48	Paul Pogba	Soccer	France	28	11	58	24	35	26	154	145	79,090,581	1,096,363,735	7.25%	1.80%
49	Sydney McLaughlin	Athletics	USA	22	0	26	49	57	21	154	14	832,135	8,387,969	12.50%	16.96%
50	Devin Booker	Basketball	USA	24	3	49	38	45	19	153	29	5,726,093	124,797,306	6.41%	11.52%
51	Christian McCaffrey	Football	USA	25	8	40	39	43	23	153	92	1,948,899	41,535,920	10.82%	4.44%
52	Juan Martin Del Potro	Tennis	Argentina	32	1	43	21	64	25	153	19	7,138,381	26,746,545	4.83%	2.47%
53	Eden Hazard	Soccer	Belgium	30	0	54	37	27	34	152	12	54,228,704	127,445,673	9.80%	4.38%
54	Sergio Perez	Motorsport	Mexico	31	11	51	19	41	31	152	145	5,935,978	246,331,532	4.04%	2.69%
55	Pierre Gasly	Motorsport	France	25	8	47	34	32	32	152	86	3,189,282	129,903,993	5.50%	7.77%
56	Conor McGregor	MMA	Ireland	33	14	58	29	30	22	152	305	64,494,269	2,336,541,055	8.80%	2.33%
57	Kevin De Bruyne	Soccer	Belgium	30	9	56	30	27	30	152	98	31,412,645	554,854,000	6.42%	4.28%
58	Virat Kohli	Cricket	India	32	12	59	23	41	16	151	175	228,711,932	3,821,199,451	6.78%	1.77%
59	Marc Marquez	Motorsport	Spain	28	12	52	17	52	19	151	184	13,402,703	155,276,373	5.02%	1.38%
60	Rohit Sharma	Cricket	India	34	7	57	32	37	16	150	77	58,906,501	712,061,494	7.96%	3.81%

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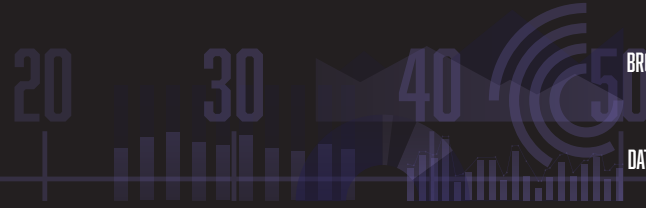
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61	Charles Leclarc	Motorsport	Monaco	23	9	52	31	31	27	150	104	7,083,645	300,108,432	4.92%	6.61%
62	Andres Iniesta	Soccer	Spain	37	14	58	5	50	20	148	393	87,555,275	993,412,240	3.01%	0.25%
63	Christian Pulisic	Soccer	USA	22	3	48	46	28	22	148	30	9,316,807	76,810,209	12.31%	7.84%
64	Carlos Sainz	Motorsport	Spain	26	12	50	25	33	28	147	189	4,761,590	187,225,574	5.07%	3.69%
65	LaMelo Ball	Basketball	USA	19	8	51	43	27	18	146	96	8,870,761	228,487,833	9.05%	8.64%
66	Rob Gronkowski	Football	USA	32	12	51	25	37	23	146	165	11,124,189	130,700,420	7.96%	1.73%
67	Brittney Griner	Basketball	USA	30	2	20	34	55	35	146	22	746,613	2,242,072	10.02%	3.24%
68	Max Verstappen	Motorsport	Netherlands	23	10	52	27	31	26	146	129	9,032,456	213,920,866	5.59%	3.77%
69	Gareth Bale	Soccer	Wales	32	7	57	13	43	26	146	72	96,878,583	332,416,040	4.95%	0.71%
70	Ashleigh Barty	Tennis	Australia	25	8	29	30	43	35	145	83	486,572	23,356,701	4.35%	7.41%
71	Anthony Davis	Basketball	USA	28	2	48	36	29	30	145	23	14,543,092	47,872,112	9.06%	4.27%
72	Raheem Sterling	Soccer	UK	26	12	54	21	20	37	144	173	17,784,583	431,631,492	4.86%	2.54%
73	Zlatan Ibrahimovic	Soccer	Sweden	39	8	58	24	25	29	144	94	93,197,428	693,756,468	7.08%	1.90%
74	Coco Gauff	Tennis	USA	17	8	36	28	46	27	144	83	1,437,406	25,399,510	5.46%	4.55%
75	Anthony Joshua	Boxing	UK	31	11	54	22	29	27	143	147	23,449,993	283,972,848	6.66%	1.72%

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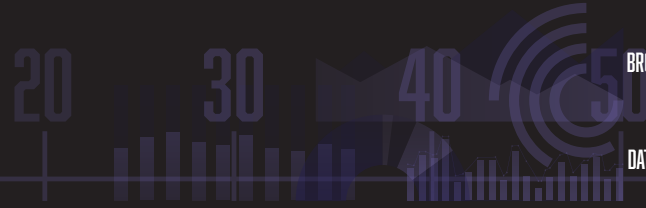
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Rank	Athlete	Sport	Nationality	Age	Frequency (out of 15)	Reach (out of 60)	Engagement (out of 50)	Fan Demo (out of 75)	Fan Attractiveness (out of 50)	Influencer Score	SOCIAL METRICS				
											Total Organic Posts	Total Follower Count (FB-Tw-IG-TikTok)	Impressions	Engagement Rate	Follower Interaction Rate
76	Chris Paul	Basketball	USA	36	10	53	14	35	31	143	123	24,775,531	172,799,887	5.21%	0.80%
77	Zubaira Tukhugov	MMA	Russia	30	9	46	29	29	30	143	101	3,431,650	80,197,269	9.06%	2.18%
78	James Harden	Basketball	USA	31	9	54	17	33	30	142	101	22,673,474	276,582,070	4.82%	1.62%
79	Mookie Betts	Baseball	USA	28	5	38	45	27	28	142	50	1,545,448	29,135,081	11.26%	6.98%
80	Romelu Lukaku	Soccer	Belgium	28	14	55	23	18	33	142	305	19,651,312	380,274,385	6.02%	2.27%
81	Mikaela Shiffrin	Skiing	USA	26	12	36	24	36	34	142	193	1,800,248	19,120,632	6.67%	2.25%
82	Kevin Durant	Basketball	USA	32	12	56	3	41	31	142	165	36,107,267	340,955,346	1.70%	0.19%
83	Russell Westbrook	Basketball	USA	32	7	54	21	32	29	142	76	29,829,757	178,725,350	7.01%	1.21%
84	Francisco Lindor	Baseball	Puerto Rico	27	7	36	37	35	26	141	72	1,327,939	27,378,397	8.88%	5.48%
85	Aaron Judge	Baseball	USA	29	3	37	40	31	30	141	34	1,801,189	23,169,640	9.44%	6.15%
86	Simone Manuel	Swimming	USA	25	8	22	21	52	37	140	89	424,913	6,978,759	4.84%	2.63%
87	Artemi Panarin	Ice Hockey	Russia	29	1	25	46	46	23	140	15	658,421	8,298,946	10.53%	10.29%
88	Daniëlle van de Donk	Soccer	Netherlands	30	3	28	46	44	19	140	33	592,670	16,053,298	10.36%	13.10%
89	Gervonta Davis	Boxing	USA	26	11	46	36	21	26	139	159	3,836,361	83,059,213	8.59%	4.91%
90	Damian Lillard	Basketball	USA	31	14	54	23	25	23	139	280	16,797,859	442,666,311	6.80%	1.78%

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											Total Organic Posts	Total Follower Count (FB-Tw-IG-TikTok)	Impressions	Engagement Rate	Follower Interaction Rate
91	Skylar Diggins-Smith	Basketball	USA	31	9	34	18	45	34	139	99	2,083,170	12,732,246	6.03%	1.11%
92	Clayton Kershaw	Baseball	USA	33	2	28	47	30	33	138	21	1,325,312	6,772,641	12.31%	8.73%
93	Luka Doncic	Basketball	Slovakia	22	7	52	37	33	9	138	80	10,143,658	201,132,694	7.85%	6.31%
94	Russell Wilson	Football	USA	32	14	53	12	41	18	137	344	13,252,756	361,966,843	4.17%	0.81%
95	Mohamed Salah	Soccer	Egypt	29	8	58	23	35	15	137	82	72,675,794	825,845,260	6.27%	2.12%
96	J.J. Watt	Football	USA	32	15	54	5	44	19	137	493	11,842,647	505,093,437	2.47%	0.46%
97	Carissa Moore	Surfing	USA	28	3	20	28	50	36	137	29	656,043	3,040,885	8.84%	2.14%
98	Sabrina Ionescu	Basketball	USA	23	5	33	34	51	14	137	49	1,092,193	17,368,127	5.73%	7.55%
99	Bryce Harper	Baseball	USA	28	5	41	36	27	28	136	52	3,233,539	30,846,444	10.33%	3.54%
100	Paige VanZant	MMA	USA	27	14	49	28	14	31	136	449	4,425,729	177,507,765	8.46%	2.29%