



VS



@nike



@adidas

\$0.45

Your CPE · lower wins

0.20%

Reel ER · best in set

\$199.3K

Est. spend · lower

10

Creators activated

PREPARED FOR

puma

BENCHMARKED AGAINST

nike, adidas

METHOD

Estimated

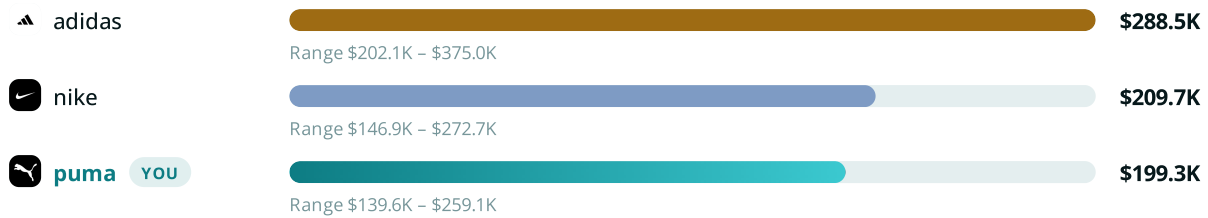
Competitor spend, CPE, CPM, EMV, reach and impressions are estimated from detected sponsored posts using follower and engagement benchmarks — modeled estimates, not measurements.

01 Influencer spend & efficiency

ESTIMATED

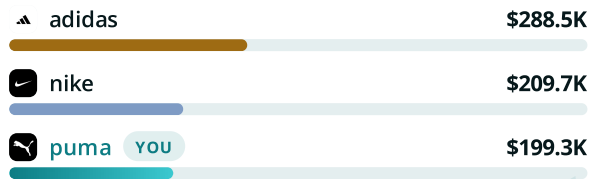
SPEND & ECONOMICS

ESTIMATED INFLUENCER SPEND — HIGH TO LOW



SPEND & OUTCOMES

EST. INFLUENCER SPEND



adidas leads puma by \$89.2K

EARNED MEDIA VALUE



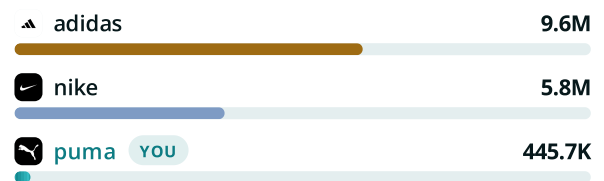
adidas leads puma by \$300.5K

IMPRESSIONS



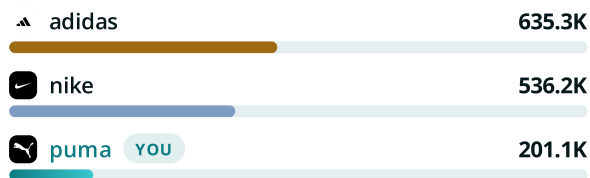
adidas leads puma by 240.4M

TOTAL ENGAGEMENTS



adidas leads puma by 9.1M

AVG REACH / POST



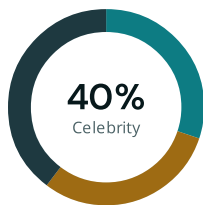
adidas leads puma by 434.2K

EFFICIENCY & ACTIVITY

	 puma YOU	 nike	 adidas
CPE cost per engagement · lower is better	\$0.45	\$0.04	\$0.03 ✓
CPM per 1K impressions · lower is better	\$38.49	\$6.38	\$1.18 ✓
Engagement rate higher is better	0.14% ✓	0.02%	0.08%
Reel engagement rate higher is better	0.20%	0.02%	0.79% ✓
Avg likes / post higher is better	38.8K	408.2K ✓	316.5K
Avg views / reel higher is better	252.1K	705.0K	798.3K ✓
Sponsored posts more activity	17	16	37 ✓
Creators used wider roster	10	13	31 ✓

02 Creator tier mix

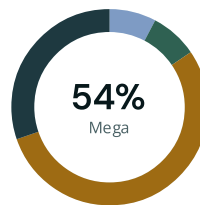
SHARE OF ACTIVATED CREATORS

**puma** YOU

■ Celebrity
 ■ Mega
 ■ Mid-tier

10 creators total

4
3
3

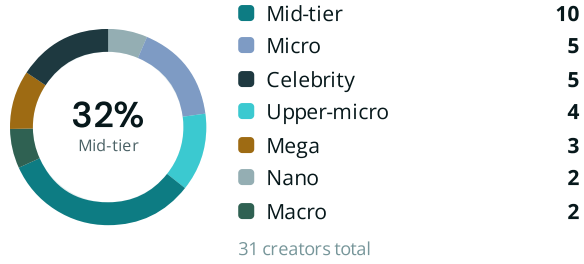
**nike**

■ Mega
 ■ Celebrity
 ■ Macro
 ■ Micro

13 creators total

7
4
1
1

adidas



03 Creators they worked with

TOP PARTNERS PER ACCOUNT



puma

YOU

10 creators

CREATOR	FOLLOWERS	ER	POSTS
@asaprocky repeat Celebrity	20.1M	0.00%	3
@acmilan repeat Celebrity	18.2M	0.00%	2
@pumasportstyle repeat Mega	2.7M	0.00%	2
@mrogers repeat Mega	1.8M	0.00%	2
@awgenization repeat Mid-tier	325.9K	8.76%	2
@puma.uk repeat Mid-tier	190.8K	0.00%	2

+4 more creators



nike

13 creators

CREATOR	FOLLOWERS	ER	POSTS
@nikebasketball repeat Celebrity	15.5M	0.00%	3
@caitlinclark22 repeat Mega	4.1M	0.00%	2
@lalalalisa_m Celebrity	105.9M	0.00%	1
@uarmyhope Celebrity	56.8M	0.00%	1
@nikerunning Celebrity	6.2M	0.00%	1
@itsshacarri Mega	4.5M	1.04%	1

+7 more creators

31 creators

CREATOR	FOLLOWERS	ER	POSTS
@leomessi repeat Celebrity	517.8M	2.56%	3
@afaseleccion repeat Celebrity	18.7M	1.92%	3
@adidasar repeat Mega	3.3M	0.00%	3
@adidasfootball Celebrity	35.3M	0.00%	1
@rodrygogoes Celebrity	24.0M	0.00%	1
@riverplate Celebrity	9.2M	0.00%	1

+25 more creators

TOP CREATORS BY ENGAGEMENT RATE — ACROSS ALL ACCOUNTS

adidas @hawi_feysa 1.1K 219.2% ER	adidas @tigist_assefa 69.0K 37.4% ER	adidas @julianhall_ 71.9K 34.1% ER	adidas @diego_kochen 253.3K 9.1% ER
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04 Social media & engagement

ACCOUNT-LEVEL COMPARISON

ACCOUNT OVERVIEW

puma YOUR BRAND 12.9M Followers 156 Following 3.4K Posts Joined Sep 2011	nike 291.0M Followers 266 Following 1.7K Posts Joined Nov 2011
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 **adidas****29.8M**

Followers

1.1K

Following

1.7K

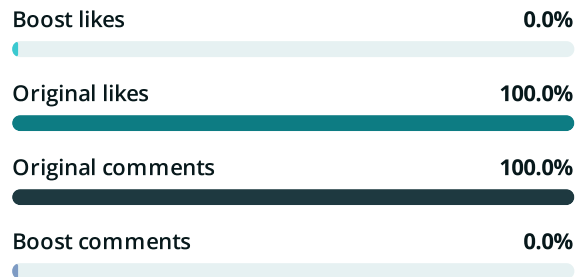
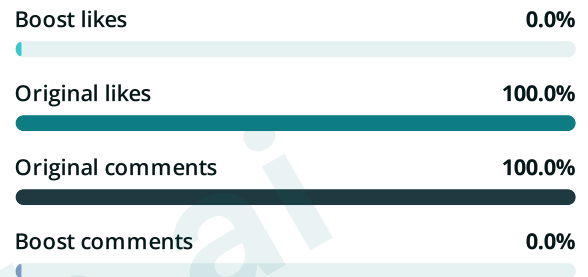
Posts

Joined Jan 2012

AD MEDIA PERFORMANCE — ENGAGEMENT DISTRIBUTION

**puma**

YOU

**nike** **adidas**

CONTENT INTERACTIONS — AVERAGE PER POST

**adidas**

TOP

316.5K

Likes

834

Comments

798.3K

Views

**nike****408.2K**

Likes

2.0K

Comments

705.0K

Views



puma YOU

38.8K
Likes

455
Comments

252.1K
Views

05 Engagement, content & cadence

ENGAGEMENT-RATE CUTS

Engagement rate analysis

BRAND	REEL	RECENT	OVERALL
puma	0.20%	0.14%	0.14%
adidas	0.79%	0.08%	0.08%
nike	0.02%	0.02%	0.02%

Content types

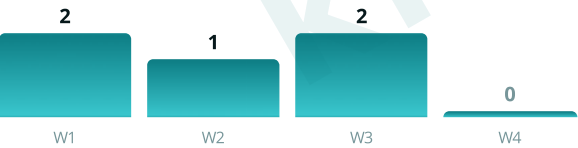
puma	Reel	Post
nike	Reel	Post
adidas	Reel	

POSTING FREQUENCY — WEEKLY PATTERN



puma YOU

5 posts

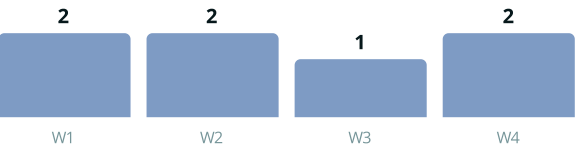


Avg 1.2/wk Peak 2 Low 0



nike

7 posts

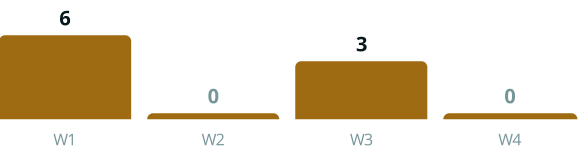


Avg 1.8/wk Peak 2 Low 1



adidas

9 posts



Avg 2.2/wk Peak 6 Low 0

AUDIENCE REACH & IMPRESSIONS — PER POST, HIGH TO LOW

Audience reach



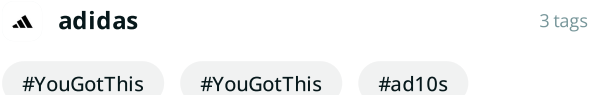
Impressions



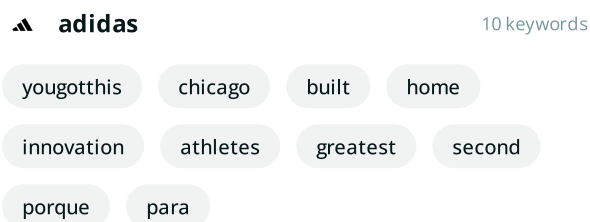
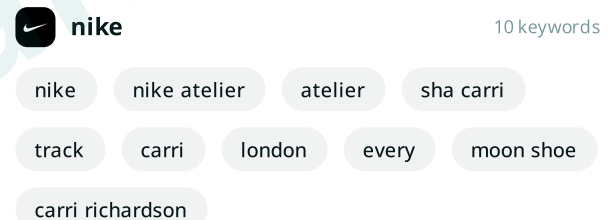
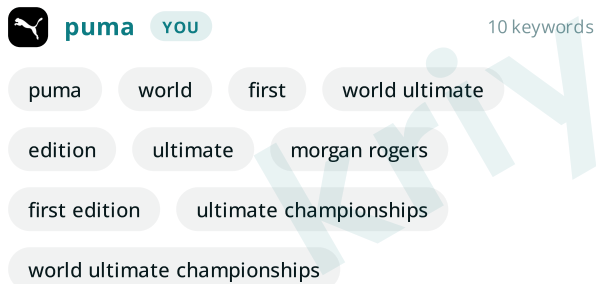
06 Hashtags, voice & network

VOICE & POSITIONING

HASHTAG STRATEGY



BRAND VOICE — KEYWORD UNIVERSE



NETWORK & COLLABORATIONS

**puma**

you

8 mentions

@puma

@asaprocky

@pepteam

@ultimateathleticschampionship

@mondo_duplantis

@rosya_dp

@acmilan

@mancity

**nike**

7 mentions

@aja22wilson

@caitlinclark22

@lalalalisa_m

@caitlinclark22.

@athlos

@bokrugby

@nielsvink

**adidas**

1 mentions

@tigist_assefa

**AI improvement suggestions**

How to close the gap on your competitor



Your overall engagement beats the market, but your Reels fall flat—rethink your short-form video hooks to turn passive views into active conversations.



Stop over-relying on static imagery and embrace multi-slide carousels to systematically increase dwell time, saves, and organic reach.



Shift budget away from bloated mega-influencers toward hyper-focused micro-creators who actually hold attention and drive cultural relevance.



You are under-posting compared to key rivals, throttling your algorithmic momentum—increase your cadence without sacrificing production value.



Stop broadcasting products and start telling stories; shifting from feature selling to community narrative will naturally solve your reach deficit.

Data sources & disclaimer. A post counts as sponsored when it carries a paid-partnership label, a branded hashtag, or a product tag. Spend, CPE, CPM, EMV, reach and impressions are estimated from these detected posts using follower and engagement benchmarks — they are estimates, not measurements, and may differ from each brand's actual figures. Account, engagement and posting metrics are drawn from public platform data. Prepared for the named recipient; not for redistribution.