Example: fictional club and sponsor, illustrative figures. Potential reach, new members and the weekly view by network are on our roadmap.

AA WM

Aldermoor Athletic and Weirbank Motors

Sponsor report: the Weirbank Motors missions

Running · This season, since 4 September 2026 · Figures as of 10 October 2026

The season so far

Media value	Views	Posts
€20,300 At €7 per 1,000 views, the CPM the club sets	**2,900,000** 1,090 per post on average	**2,660** On members' own accounts

Likes, comments and shares	Members who took part	Potential reach	New members
291,125 10.0% of views	**1,859** Each counted once, across the three missions	**5.63M** Followers of the 1,817 accounts that posted	**288** Joined through these missions

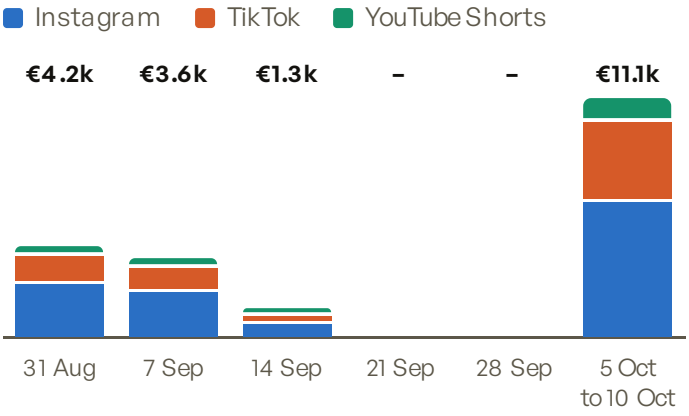
2,900,000 views ÷ 1,000 × €7 = **€20,300** of media value

Likes 259,452, comments 13,141, shares 18,532.

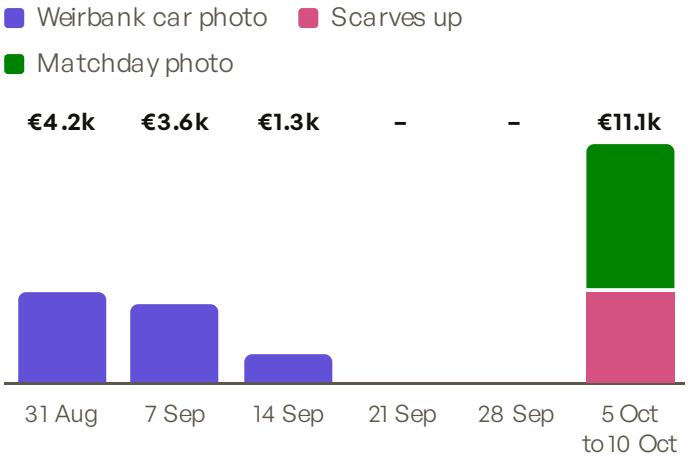
Media value per week

Views of the posts submitted in each week, at the CPM the club sets (€7 per 1,000 views). The bars show the same figures as the tables.

By network



By mission



Media value per week, by network

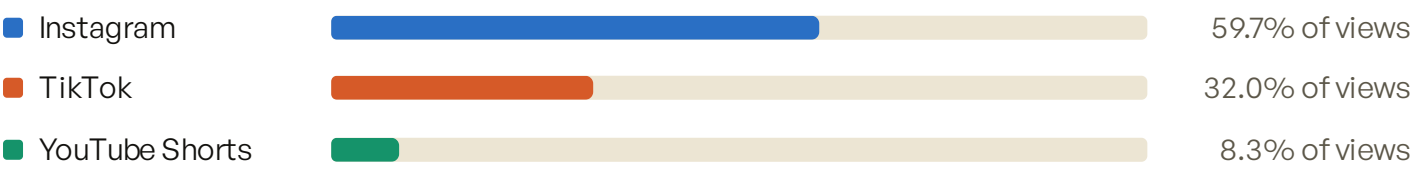
Week of	Posts	Views	Instagram	TikTok	YouTube Shorts	Media value
31 Aug	526	600,000	€2,604	€1,260	€336	**€4,200**
7 Sep	457	520,000	€2,254	€1,092	€294	**€3,640**
14 Sep	167	190,000	€826	€399	€105	**€1,330**
21 Sep	–	–	–	–	–	**–**
28 Sep	–	–	–	–	–	**–**
5 Oct (to 10 Oct)	1,510	1,590,000	€6,426	€3,752	€952	**€11,130**
Total	**2,660**	**2,900,000**	**€12,110**	**€6,503**	**€1,687**	**€20,300**

Media value per week, by mission

Week of	Weirbank car photo	Scarves up	Matchday photo	Media value
31 Aug	€4,200	–	–	**€4,200**
7 Sep	€3,640	–	–	**€3,640**
14 Sep	€1,330	–	–	**€1,330**
21 Sep	–	–	–	**–**
28 Sep	–	–	–	**–**
5 Oct (to 10 Oct)	–	€4,340	€6,790	**€11,130**
Total	**€9,170**	**€4,340**	**€6,790**	**€20,300**

No mission for Weirbank Motors ran in the weeks of 21 and 28 September, so those weeks show no posts.

By network



Posts, views, likes, comments and shares, and media value by network

Network	Posts	Views	Share of views	Likes, comments, shares	Media value
Instagram	1,585	1,730,000	59.7%	173,742	**€12,110**
TikTok	854	929,000	32.0%	93,282	**€6,503**
YouTube Shorts	221	241,000	8.3%	24,101	**€1,687**
Total	**2,660**	**2,900,000**	**100%**	**291,125**	**€20,300**

Media value by mission

Your matchday photo with the Weirbank car at The Weir — **€9,170**
1,150 posts, 1,310,000 views

Post your matchday photo, tag @aldermoor and @weirbankmotors — **€6,790**
920 posts, 970,000 views

Scarves up: show us yours — **€4,340**
590 posts, 620,000 views

Missions of the quest

Each mission with its type, start date and results

Mission	Took part	Posts	Views	Likes, comments, shares	Potential reach	New members
Your matchday photo with the Weirbank car at The Weir Social post, started 4 Sep	1,150	1,150	1,310,000	135,821	3.6M	184
Scarves up: show us yours Photo, started 7 Oct	700	590	620,000	58,925	1.8M	58
Post your matchday photo, tag @aldermoor and @weirbankmotors Social post, started 9 Oct	920	920	970,000	96,379	2.9M	46
3 missions	**1,859**	**2,660**	**2,900,000**	**291,125**	**5.63M**	**288**

Took part, in total: 1,859 members, each counted once. Potential reach, in total: the 1,817 accounts that posted, each counted once. A member can take part in several missions.

Figures as of 10 October 2026. Views, likes, comments and shares come from the networks, through the accounts members linked. Posts that were not approved are left out.

Media value: what the same views would have cost as paid posts, at €7 per 1,000 views, the CPM the club sets. Potential reach is the followers of the accounts that posted; it is shown next to the views and never used to compute media value.

About this example: the totals, the missions and the networks are the Weirbank Motors figures in the Aldermoor demo. The demo has no figures week by week, so the weekly split here is spread from each mission's start date and adds up to the same totals.