



Sponsorship Analytics Partner

WINNING WITH DATA

HOW GIANTX & SHIKENSO ANALYTICS TRANSFORMED
ESPORTS CONTENT INTO A SPONSOR VALUE ENGINE

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01. ABSTRACT



GIANTX, a leading esports organisation needed to diversify its revenue streams to establish a sustainable business model that goes beyond competitive success - without losing fan engagement or sponsor interest.

Enter GXLEAGUE+, an educational League of Legends content format that integrates sponsors in a value-driven way while additionally enhancing audience engagement.

To succeed, they needed Shikenso's measurement & insights to track social media stats, brand exposure, and media value. GIANTX was able to monitor KPIs in real-time, optimize its strategy, and offer sponsors full transparency.

This data-driven approach allowed them to predict content performance and bring on board new partners like EE, HP, Samsung or KitKat,, making it their most successful sponsorship asset to date.

KEY FINDINGS

- **Audience Expansion:**
GXLEAGUE+ channels saw a 41% increase in followers.
- **Media Exposure:**
GIANTX achieved a significant boost in sponsor media value, marking a 269% increase.
- **Fan Engagement:**
The content format sustained engagement rates of 6%, well above industry averages.

02. INTRODUCTION



GIANTX is a professional esports organisation that was officially introduced in Dec, 2023 as result of the merger between Excel Esports (UK) and Giants Gaming (ES). Today, GIANTX has a collective reach of 25 million followers globally, with a presence in the biggest esports titles; League of Legends EMEA and Valorant Champions Tour.

Shikenso Analytics, renowned for its AI-driven sponsorship analytics platform, has been a partner of Excel Esports since 2022, and became the official sponsorship data partner for GIANTX after the organisations' merger. Leveraging the analytics tools and holistic data sets of the German analytics firm, GIANTX unlocks new revenue opportunities, optimizes sponsor visibility, and deepens audience engagement.

WHAT IT'S ABOUT

In this case study, you will learn about the challenges faced by GIANTX as an industry leader in the esports ecosystem, how a data-driven approach helps in measuring esports partnership performance, how to improve ad-memorability through high engagement content and which key metrics are relevant for measuring the success of such engagements.

WHO ITS FOR

Esports Organizations *exploring optimized sponsor strategies.*

Sponsors and Brands *seeking innovative engagement formats.*

Marketing Agencies *focused on data-backed campaigns.*

Rights Holders *aiming to maximize the value of their digital assets.*

Shikenso's analytics transformed how we measure sponsorship outcome, enabling us to turn content into a revenue-generating machine. We have been able to provide greater value, flexibility and innovation to risk-averse brands investing in gaming and esports, who typically have lacked compelling entry points to gaming. The consistent performance and well above average engagement the GXLEAGUE channels produce have helped bridge that gap, and our in-depth campaign reports have subsequently opened doors to larger scale partnership discussions.

Jordan Bedford, Partnerships Development Lead, GIANTX





03. CHALLENGE



The esports ecosystem presents unique challenges in sponsorship monetization due to its dependency on competitive performance and a young, fragmented audience. GIANTEX identified, that while fans are often drawn to favorite teams or players—primarily due to their association with winning—this is only part of the equation. The core driver is a desire for personal improvement. Fans watch esports not only for entertainment but also as a means to enhance their own gaming skills, learning by observing professional players in action. Additionally, sponsors were increasingly seeking data-backed guarantees on exposure and engagement, rather than the fluctuating visibility linked to tournament success. GIANTEX needed a solution to deliver consistent sponsor value while enhancing fan engagement and loyalty.

BUSINESS NEED

Establish initiatives that drive revenue for the organisation and increase the value generated for brand partners, all without compromising fan engagement. This meant:

- growing the community
- optimizing content strategy
- increasing audience interactions
- maximizing sponsorship outcome

To address these needs and make the strategy a success, GIANTEX needed a data partner, that:

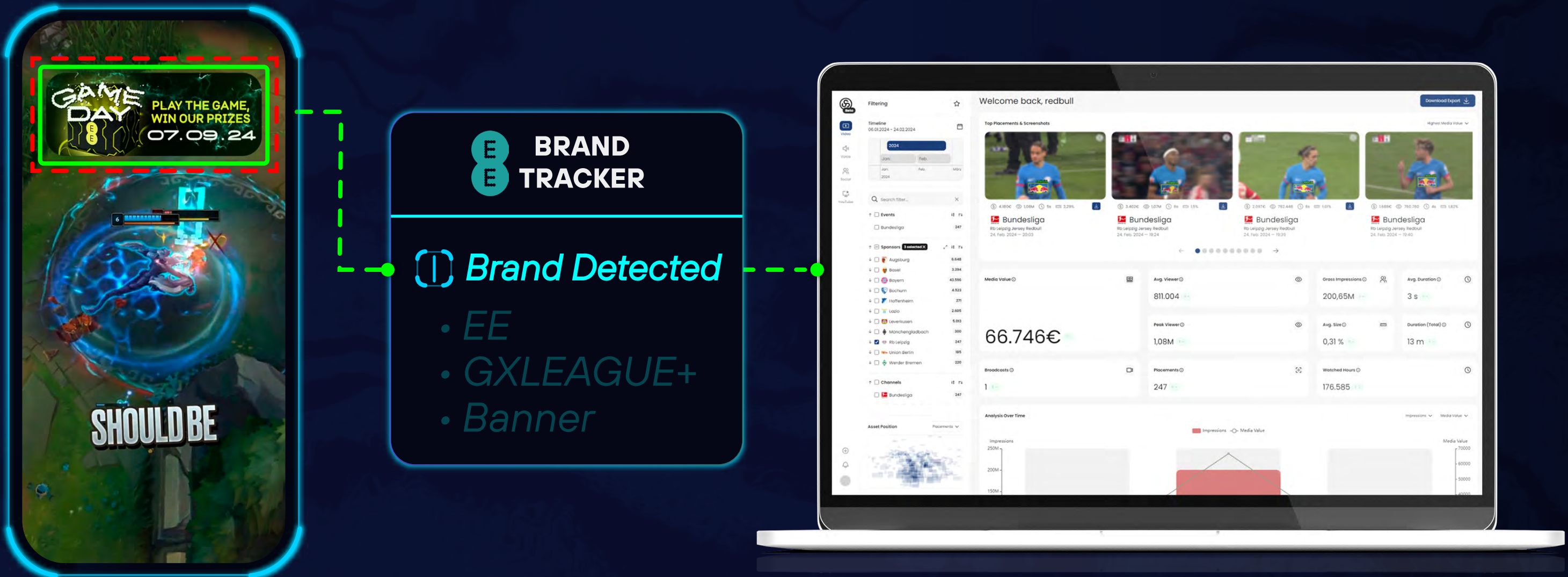
- knew its way around the esports and gaming industry
- provided unprecedented sponsorship analytics
- was native to the digital ecosystem
- offered a holistic approach

MEASUREMENT & INSIGHTS

Shikenso Analytics, with its strong roots in esports, was the perfect partner for GIANTX. Their AI-powered sponsorship analytics solution offers a 360-degree dashboard that compiles all relevant sponsorship campaign data in one place – key performance indicators (KPI), analysis over time and benchmarking. Data is available instantly, allowing organizations to act swiftly. With AI-driven, accurate measurement of brand exposure and media value, GIANTX aimed to grow its product, offer visibility to sponsors, win new commercial partnerships, and keep fan engagement thriving—ensuring long-term success for both their content and commercial goals.

Shikenso’s always-on dashboard supplied GIANTX with KPIs critical to the success of their initiatives, including:

- Impressions
- Video Views
- Engagement
- Engagement Rate
- Follower
- Media Value



Analytics workflow, showcasing the detection of brands on GXLEAGUE+ content, and the data supply in the always-on dashboard

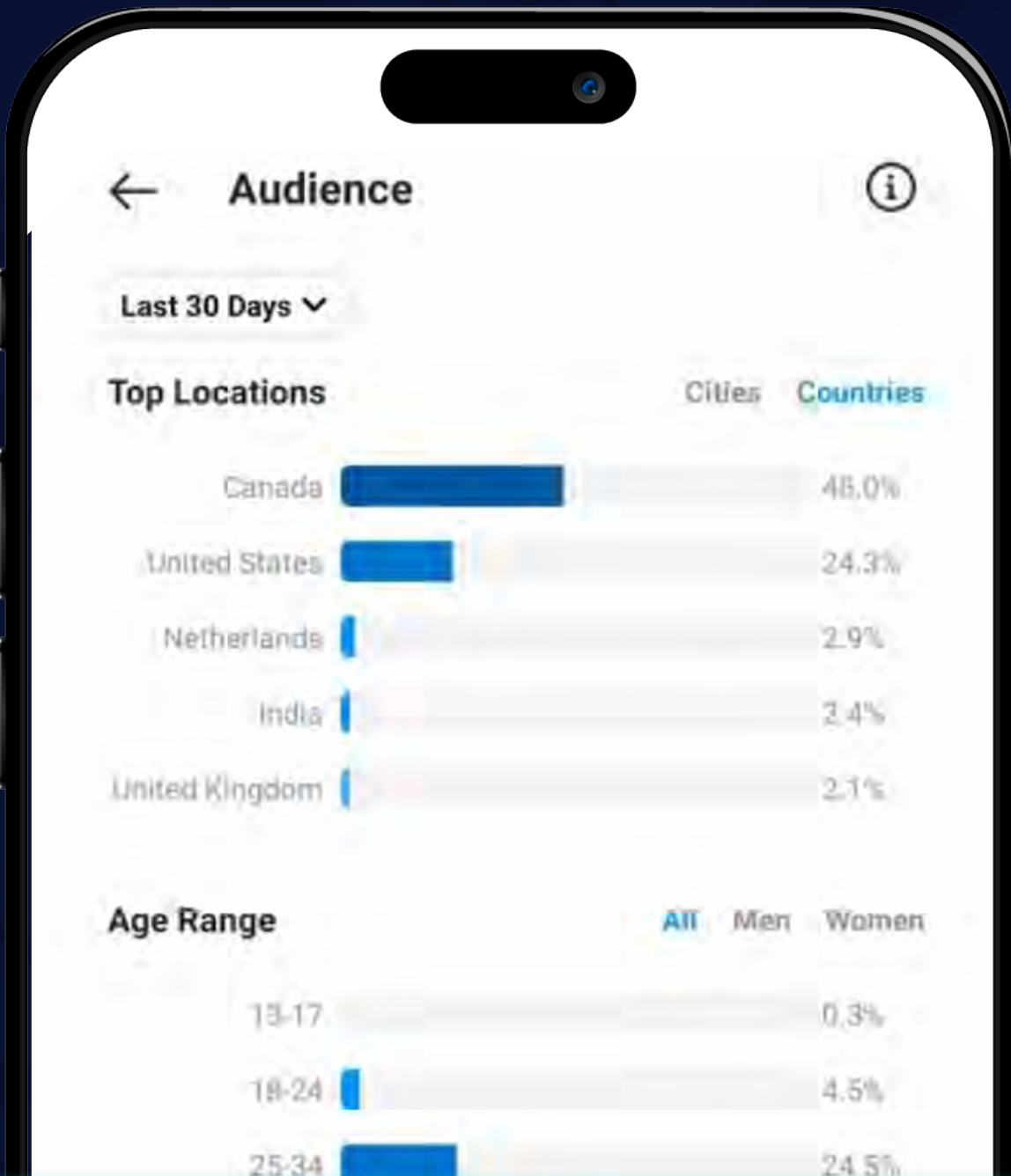
GXLEAGUE+

Equipped with the state-of-the-art sponsorship tracking solutions of Shikenso, GIANTX launched GXLEAGUE+, an educational and interactive content platform focusing on game mechanics, pro strategies, and player insights for League of Legends. This initiative was aimed at engaging both casual and dedicated players of all abilities. Key features of this content format included:

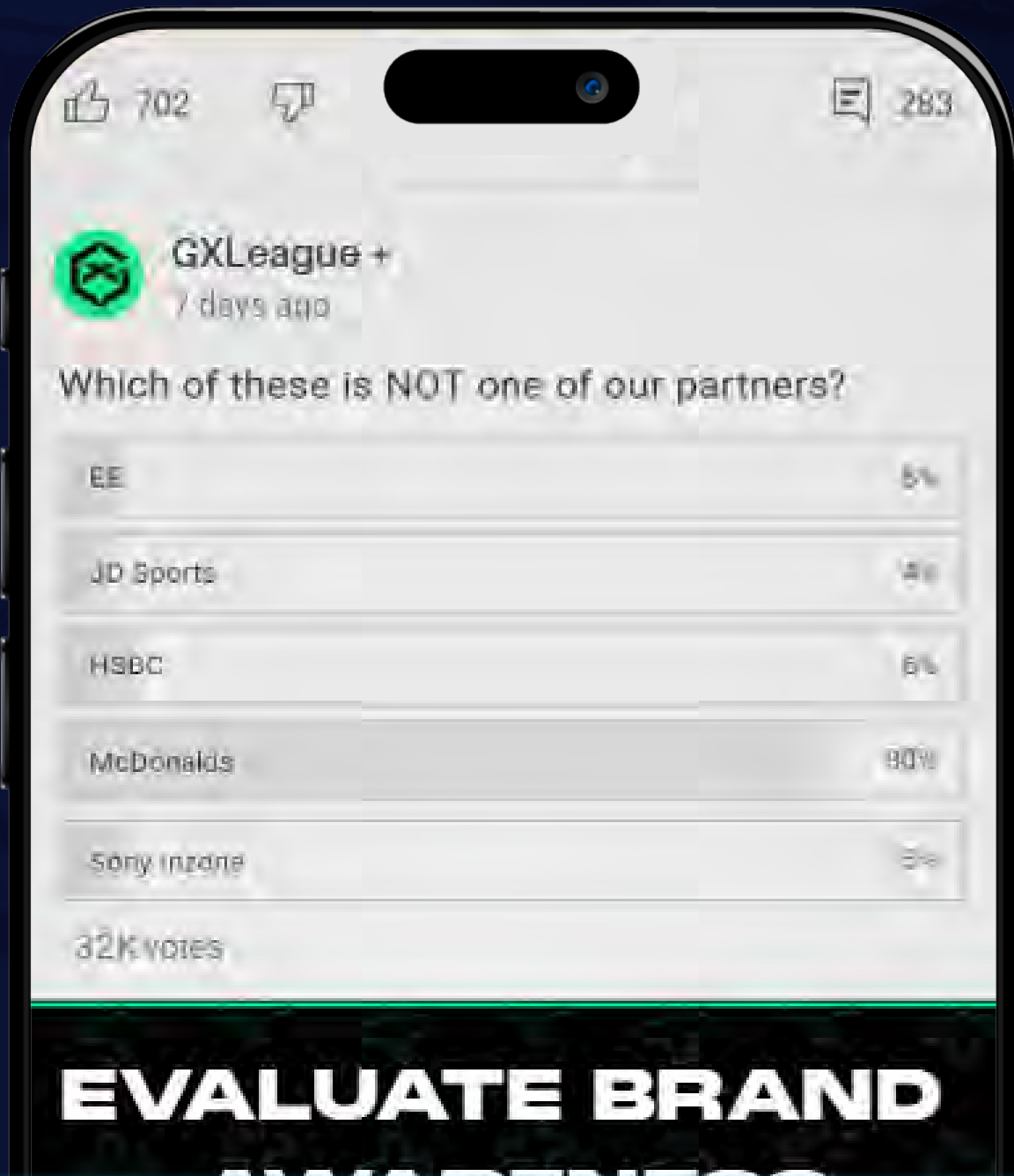
BESPOKE CONTENT



AUDIENCE INSIGHTS



DIRECT DATA



05. IMPLEMENTATION & KEY TO SUCCESS



Shikenso's analytics platform allowed GIAN TX to monitor engagement metrics, refine content strategies, and optimize sponsor placements dynamically. This data-driven approach ensured content was not only engaging but also aligned with sponsor objectives.

Content Creation

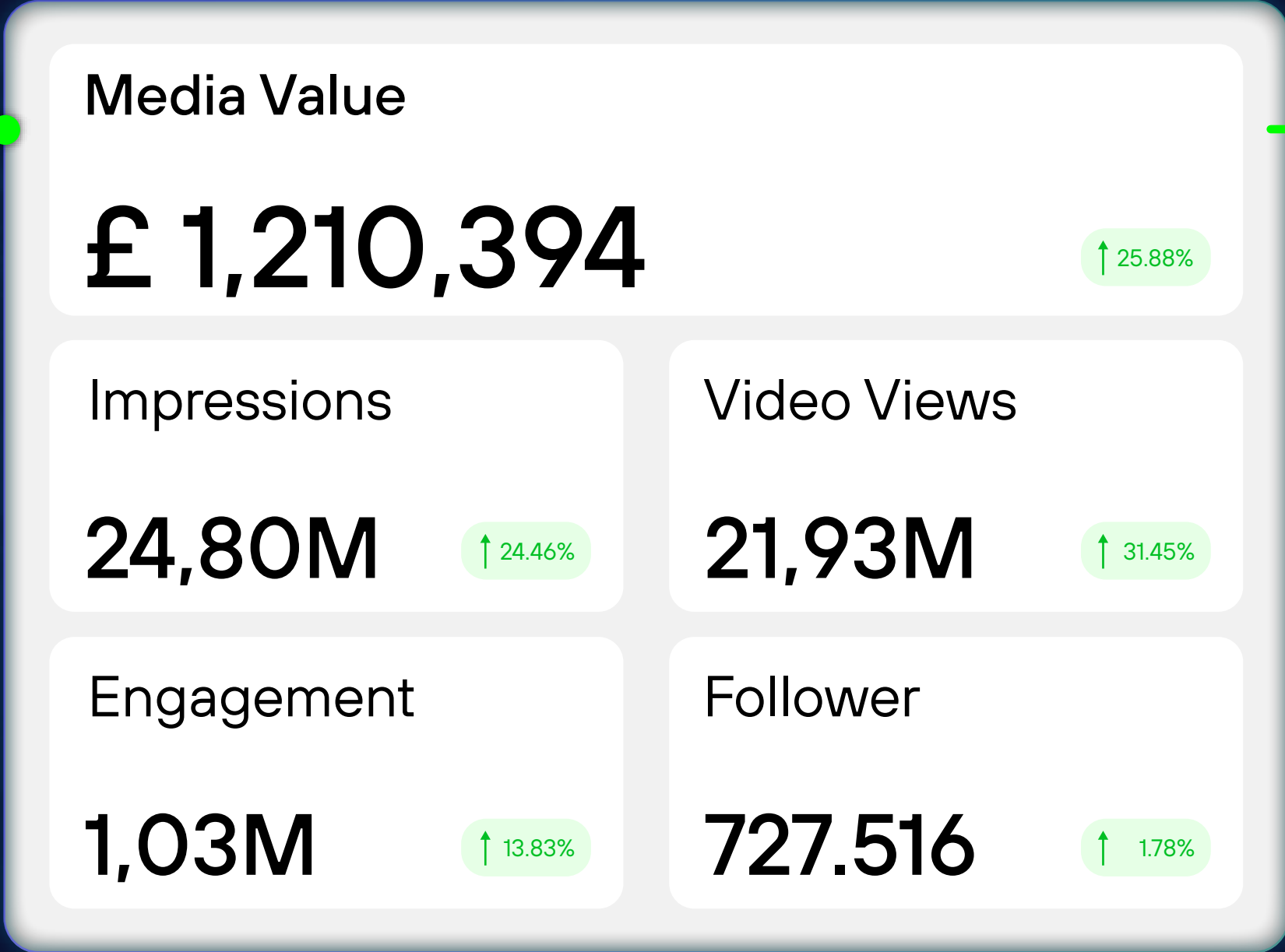
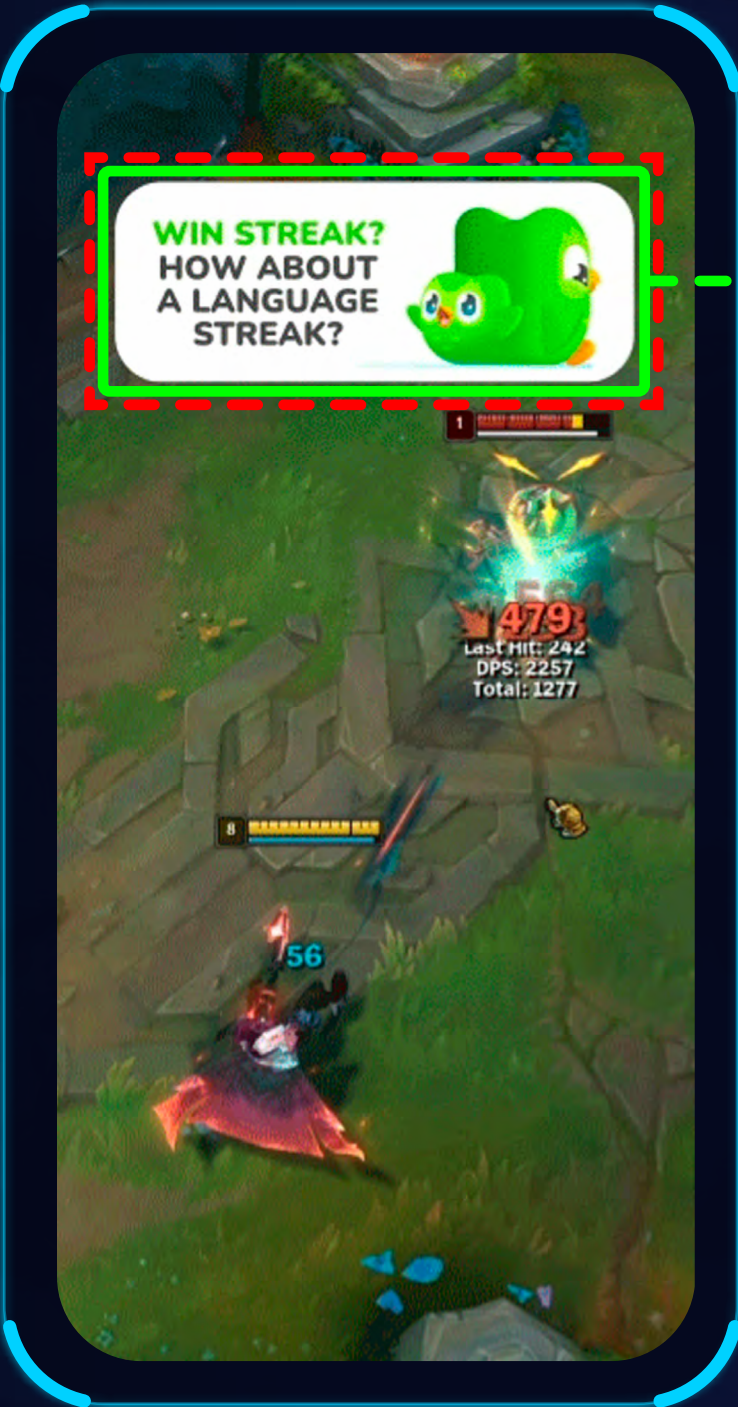
GXLEAGUE+ is being created and distributed across social platforms

Measurement & Insights

Shikenso Analytics monitors all content, captures brand exposure and social media stats and supplies GIAN TX with all relevant KPI in real-time

Optimize Operations

Using the insights and guidance of Shikenso Analytics, GIAN TX is able to optimize its strategy and maximize sponsorship outcome for partners



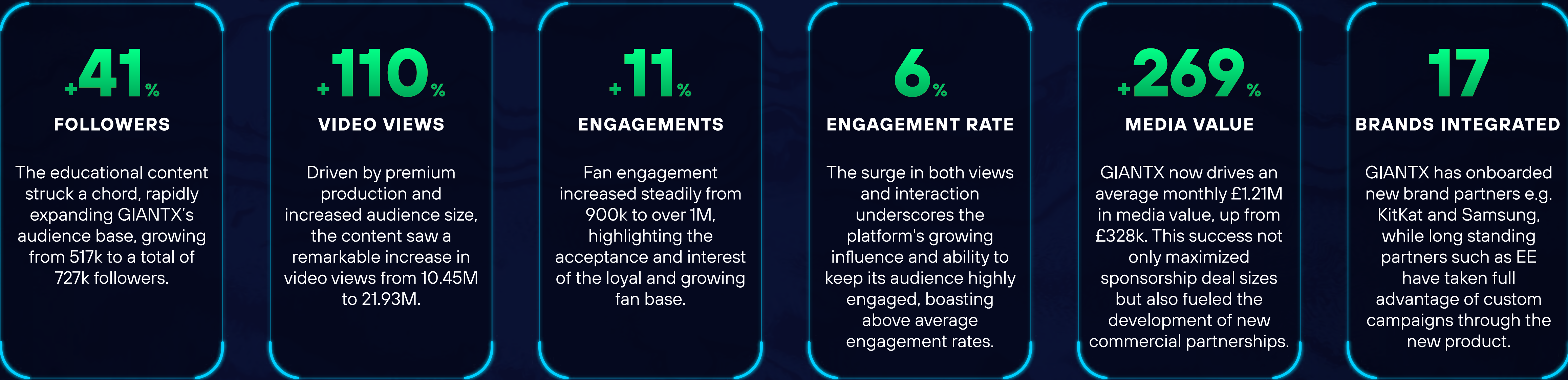
- Pinpoint the highest-performing content and adjust within days.
- Identify the optimal posting times and frequencies for maximum engagement on each platform.
- Find the sweet spot of sponsor visibility without killing engagement.
- Provide detailed, third-party verified reports to sponsors, building trust and long-term relationships with sponsors.
- Tailor commercial sponsorship packages with laser precision, enhancing revenue potential and closing new deals.

GXLEAGUE+ performance results; September 2024

OVERVIEW

GXLEAGUE+ delivered beyond expectations, achieving results that solidified GIANTX’s position as an esports leader. During the 12-month testing phase (throughout 2023), Shikens’s measurement and insights helped green light the scaling of the content format for another 12 months throughout 2024.

In September 2024, after 21 months of operation we look at the following results (compared to January 2023):



GROWTH STATS

First deployment of solution: **January 2023**
Solution in use for: **21 months**

Total Media Value generated: **£ 14,94M**
Brands Integrated: **17 (e.g. Samsung, EE & KitKat)**

KPI	January 2023	September 2024	Growth	Total (Jan 23 - Sep 24)
Followers	517.269	727.516	+40.6%	727.516
Impressions	20.18M	24,80M	+22.9%	451,34M
Video Views	10.45M	21,93M	+109.9%	336,94M
Engagements	965K	1,03M	+10.7%	27,25M
Media Value	£328K	£1,21M	+268.9%	£14.94M

LEARNING WITH DATA

Utilising posting heatmaps, platform comparisons, over-time analyses and many more features provided with the data, GIANTX has unveiled all the bits and bytes that have an impact on their campaign success.

- **Optimised Posting Times**

Content publication was planned around times that had the highest impact on the performance. For GXLEAGUE+, this was typically between 17:00-19:00 CET, a time that people usually get off work or school and commute.

- **Evergreen vs. News Content:**

Evergreen content outperforms news content in the long term, even though news tends to generate significantly more initial traction.

- **Video Quality Over Follower Count:**

The quality of shorts far outweighs the importance of follower count. New accounts can achieve millions of views with high-quality content, while accounts with hundreds of thousands of followers may only garner a few thousand views for lower-quality content.

- **Expanding into New Languages:**

Translating content into other languages, such as Spanish, has proven to be a highly effective and cost-efficient way to reach new audiences. It requires far less effort than creating new content, yet significantly expands the organisations reach.

- **Diverse Content Formats Matter:**

While shorts remain the top-performing content format, other formats like stories, polls, and static image posts continue to generate millions of impressions. These formats are a reliable and essential part of GIANTX's media strategy.

OPERATIONAL IMPACT

GXLEAGUE+ content consistently outperforms traditional digital sponsorship rights, leading to a substantial uplift in audience interaction and sponsor satisfaction. The long-term benefits of the GXLEAGUE+ initiative are far-reaching:

DATA-BACKED STRATEGY

GIANTX can now predict the outcome of sponsorship campaigns, allowing for the individualization of sponsorship packages and the offering of guaranteed fixed impressions as standard. This can be tailored to the specific need of each individual brand partner, e.g. scoring a specific sponsor value through a campaign.

AUDIENCE INSIGHTS

With deep insights into audience behavior, GIANTX can offer hyper-personalized sponsorship opportunities tailored to the needs of individual brands, e.g. hosting a poll about a retirement plan and turning the insights into a customized promotion.

PRICING POWER

The data-enriched GXLEAGUE+ content has become a premium product thanks to Shikens Analytics, opening a lucrative and unique new revenue stream for GIANTX, setting a new standard for esports organizations.

CONTINUOUS OPTIMIZATION

With continuous data insights, GIANTX is equipped with the right tools to stay ahead in the content game as well as to stay ahead of content trends, keeping both the audience and sponsors engaged.

INCREASED TRUST

GIANTX’s commitment to data transparency and consistently meeting sponsorship ROI goals has solidified sponsor confidence, turning brand collaborations into long-term partnerships. This makes GXLEAGUE+ not just a revenue generator, but a sustainable and lucrative asset for brands to invest in for the long haul.

UNLOCKED POTENTIAL

Learning big from GXLEAGUE+, GIANTX has now expanded this content format into new verticals, now also bolstering GXValorant channels. The organisation now has a defined programme for success, with the potential of expanding into even more game titles and languages.

By redefining what sponsorship success looks like in the esports industry, GIANTX has paved the way for a more stable, diversified future—proving that with the right data, even the wild world of esports can be a calculated win for all stakeholders involved.

KEY TAKEAWAYS

- **Data-Driven Sponsorship:** Using near-time data allowed for more effective sponsor integrations that did not alienate fans.
- **Content Personalization:** Educational content that provided value led to higher engagement rates, especially among the younger audience.
- **Iterative Improvements:** A continuous feedback loop enabled by Shikenso's analytics ensured the content remained relevant and engaging.

BEST PRACTICES

- Use data analytics to guide content strategy and sponsor placements.
- Focus on bespoke, interactive and educational content to drive deeper fan engagement.
- Regularly review campaign performance to stay agile and adapt to trends

SUMMARY

The GIAN TX and Shikenso partnership highlights the power of data-driven strategies in transforming sponsorship models within the esports space. By leveraging analytics, GIAN TX was able to create a sustainable, scalable content platform that not only engaged fans but also maximized sponsor ROI.

For GIAN TX, the cooperation with Shikenso Analytics has proven to be a strategic strike of genius. The esports organisation managed to establish a sustainable source of revenue with their GXLEAGUE+ content platform using dependable measurement & insights. Now, GIAN TX is equipped for the future - thanks to benefits scored by using Shikenso Analytics:

- Continuous optimization
- Staying ahead of content trends
- Pricing power over premium content
- Increased trust with existing and new partners
- Tailoring of personalized sponsorship packages
- Flexible access point for new brands interested in esports

WHATS NEXT

Moving forward, Shikenso aims to expand its analytics capabilities with enhanced AI features, including predictive analytics and deeper fan sentiment analysis. These improvements will support GIAN TX and all other stakeholders in driving even greater sponsor value.



„Our vision is to continually evolve our analytics solutions, empowering partners like GIAN TX to lead the way in data-driven sponsorships.“

Arwin Fallah Shirazi, Co-CEO & Co-Founder, Shikenso Analytics



Shikenso Analytics: Your Pathway to Data-Driven Sponsorship Success.

In the world of sports, esports and entertainment, understanding the true impact of sponsorships is crucial. That's where we, Shikenso Analytics, come in. Founded in Germany in 2017, we are driven by the ambition of transforming intuition-based decisions into data-backed strategies. Leveraging industry leading AI technology, we make sponsorships quantifiable in real time, measuring generated media and brand values for a granular assessment of your sponsorship ROI.

Shikenso's comprehensive toolkit ranges from image recognition, audience analysis, audio and voice tracking to text sentiment analysis, all designed for understanding and enhancing brand visibility and engagement across various channels such as broadcasts, OTT, live streams, online media and social media.

Our approach simplifies the complex, making actionable insights accessible for rights holders and brands. With Shikenso, you're not just guessing; you're knowing. Let's navigate the future of sponsorship together, backed by data you can trust.

GIANTX: A new Chapter Begins

GIANTX is a leading global gaming and esports brand, formed through the merger between Giants Gaming and EXCEL Esports in December 2023. The organisation fields top-class talent across multiple major gaming titles, and is a founding member of both Riot Games' prestigious League of Legends EMEA Championships (LEC) and the VALORANT Champions Tour (VCT); to go alongside their four other professional rosters. With Headquarters in London, Malaga and Berlin, the organisation possesses one of the most engaged and passionate followings in Europe with over 23 million fans.



**SPONSORSHIP SUCCESS
IS A MEASURABLE FACT.**

Shikenso GmbH
Sebastian-Kneipp-Str. 41 •
60439 Frankfurt am Main (Germany)

www.shikenso.com