FIFA Digital January to December

12 Jan 750K #BallonDOr mentions

13 Jan Ronaldo Exclusive 685k interactions

30 May-20 June 2015 FIFA U-20 World Cup New Zealand

6 June - 5 Jul 2015 FIFA World Cup Russia Preliminary Draw

6 Feb Angel Di Maria clip goes viral 880k interactions

9 - 19 Jul 2015 FIFA Beach Soccer World Cup Portugal

13 Aug FIFA Women’s World Cup Canada

20K #BSWC mentions

25 Jul 2018 FIFA World Cup Russia Preliminary Draw

344m 8bn 1bn interactions

Best/Most Innovative Use of Technology Finalist Best Multi-Platform Campaign Official Honour

30m reached 133m impressions 18m transactions 750k unique users

30m reached 177m impressions 36m transactions

80m reached 67m impressions 16m transactions

50m reached 33m impressions 6m transactions

5m reached 12m visits 800k unique users 312m sessions

3m reached 1m impressions 600k unique users

2m reached 1m impressions

2.3m impressions

1bn interactions 179m impressions

30m interactions

Key:
Reach - The aggregated number of users who saw FIFA content
Impressions - The number of times FIFA content was served
Interactions - The number of clicks to consume FIFA content
Mentions - The number of social posts with the keyword
Source FIFA Digital Platforms

Successful tournaments in New Zealand, Portugal, Chile and Japan lit up 2015 but the biggest winner was the FIFA Women’s World Cup Canada, touching a massive 88 million fans around the world.

Thank You