

Talkwalker and Lega Serie A partner up to monitor eSerie A TIM digital performance

Thanks to the collaboration with the leading conversational intelligence platform, Lega Serie A will be able to analyze the data on their social media positioning and strengthen the business of its esports competition.

Milan, December 14th, 2020 – Lega Serie A is pleased to announce that it has signed a strategic agreement with [Talkwalker](#), leading platform in conversational intelligence and social listening. Talkwalker, now becoming the “Official Research Supplier” of the eSerie A TIM, will operate a massive brand monitoring activity, reporting the performances of the tournament itself, alongside with the digital positioning of Clubs and sponsors involved.

The agreement will allow Talkwalker to confirm its leading positioning in the Italian marketplace and to expand its sport-related business, by associate itself to the most recognizable Italian Sport institution. On the other hand, eSerie A TIM will benefit from a constant flow of user-friendly reports that analyze the digital performances of the competition stakeholders.

*“We are nothing short of enthusiastic about this strategic partnership with eSerie A TIM”.
Comments Miha Luin, responsible for the development of the sports sector. “The sports market is among the most dynamic and important in Italy, and this ex-port project shows how this emerging field is important in the development of strat-egies by sports rights-holders. We are sure that this collaboration will bring enor-mous benefits to both parties involved, both in terms of know-how and business ex-pansion”.*

“We are happy to collaborate with eSerie A TIM. Soccer video games are extremely popular in Italy and our conversational intelligence platform will provide key data to understand how this huge user base relates to digital export events,” adds Francesco Turco, Talkwalker’s marketing manager for Italy.



In a digital-driven, young-targeted context as Esports, social performance is of the utmost importance. Thanks to Talkwalker, the Competition and its Clubs and sponsor will have immediate feedback on the web perception of their activities, allowing them to maximize the reach of each single initiative and enabling eSerie A TIM to reinforce its business even further.

About Talkwalker

Talkwalker is a conversational intelligence company that enables over 2,000 brands and agencies to optimize the impact of their marketing and communication activities. We provide companies with an easy-to-use social listening and analytics platform to protect, measure and promote their brands on social media and major communication channels. Talkwalker's platform is based on state-of-the-art artificial intelligence technology that allows to effectively monitor and analyze conversations taking place in real time on its social networks, news sites, blogs and forums in over 187 languages. Talkwalker's headquarters is in Luxembourg, with offices in New York, San Francisco, Frankfurt, Paris, Singapore, and Tokyo.

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