

PCCI SOCIAL REPORT 2025





1 **CRESCITA ORGANICA CONTINUA,
IN UN CONTESTO SATURO.**

2 **UN PADDOCK PIÙ APERTO
E COINVOLTO NEI CONTENUTI**

3 **UN'IDENTITÀ EDITORIALE
CHIARA, CREDIBILE E COERENTE.**



@carreracupitalia

9.568 FOLLOWERS **+55%**



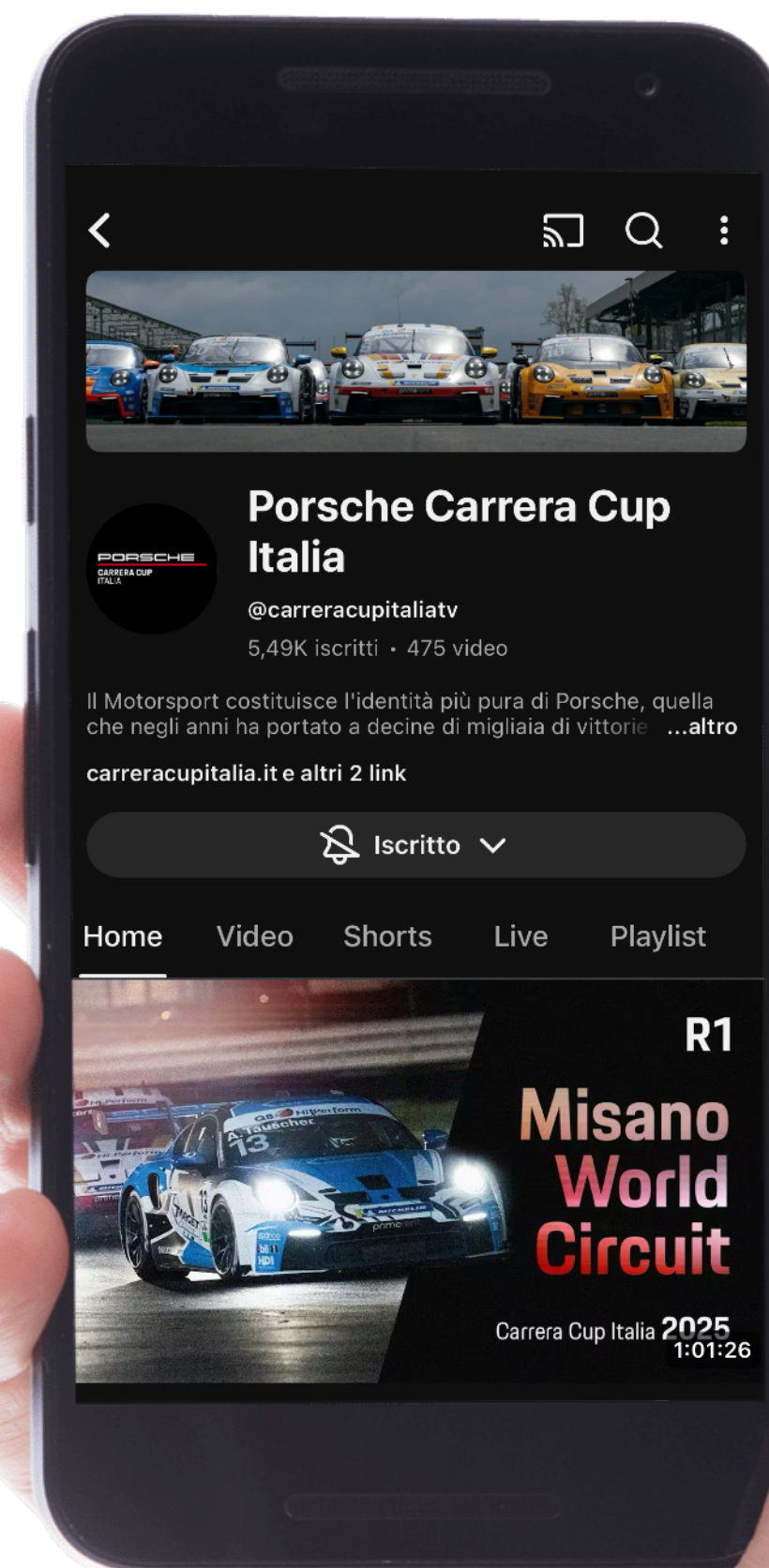
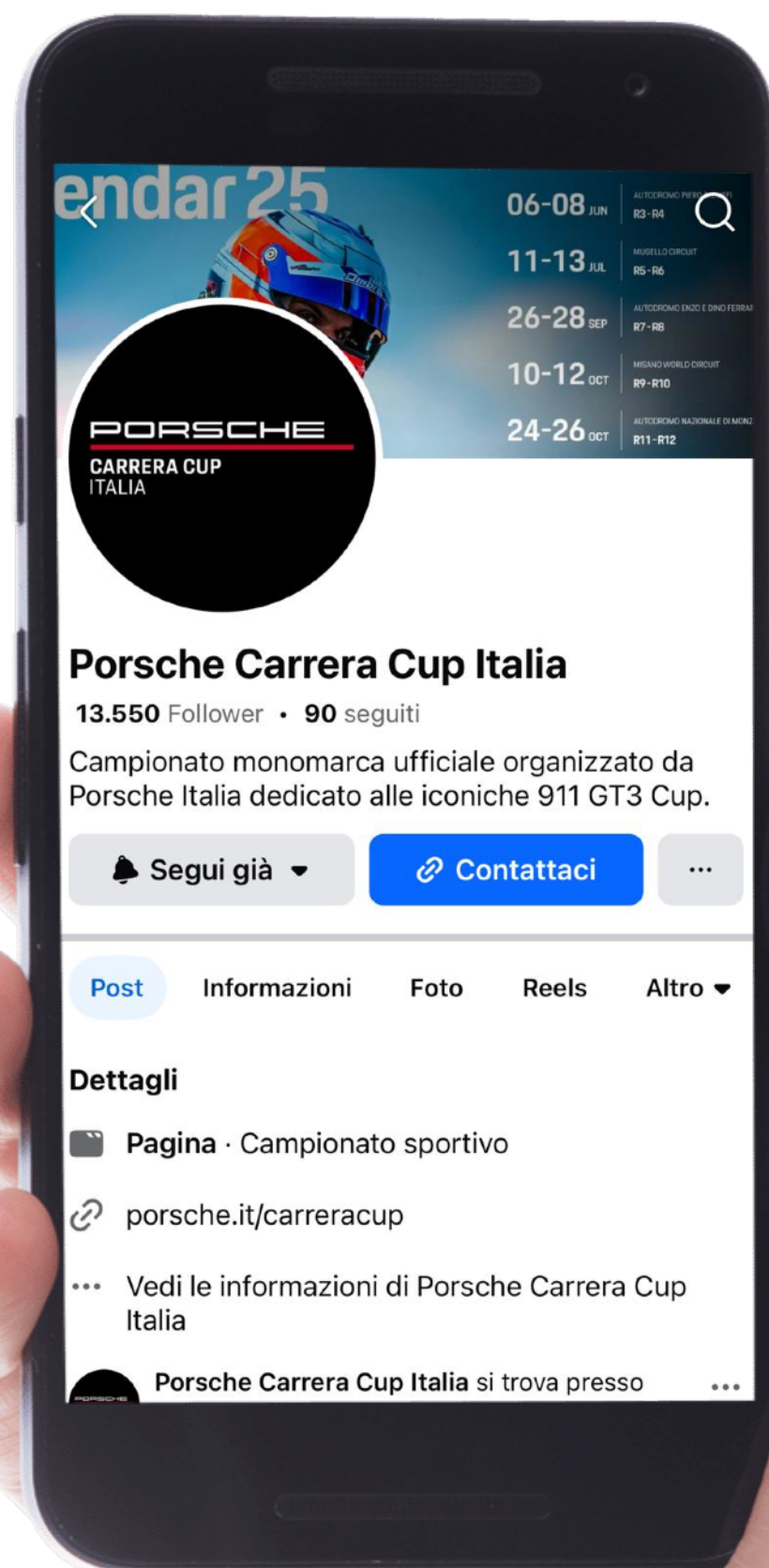
Porsche Carrera Cup Italia

13.550 FOLLOWERS **+1,5%**



Porsche Carrera Cup Italia

5.500 ISCRITTI **+19%**





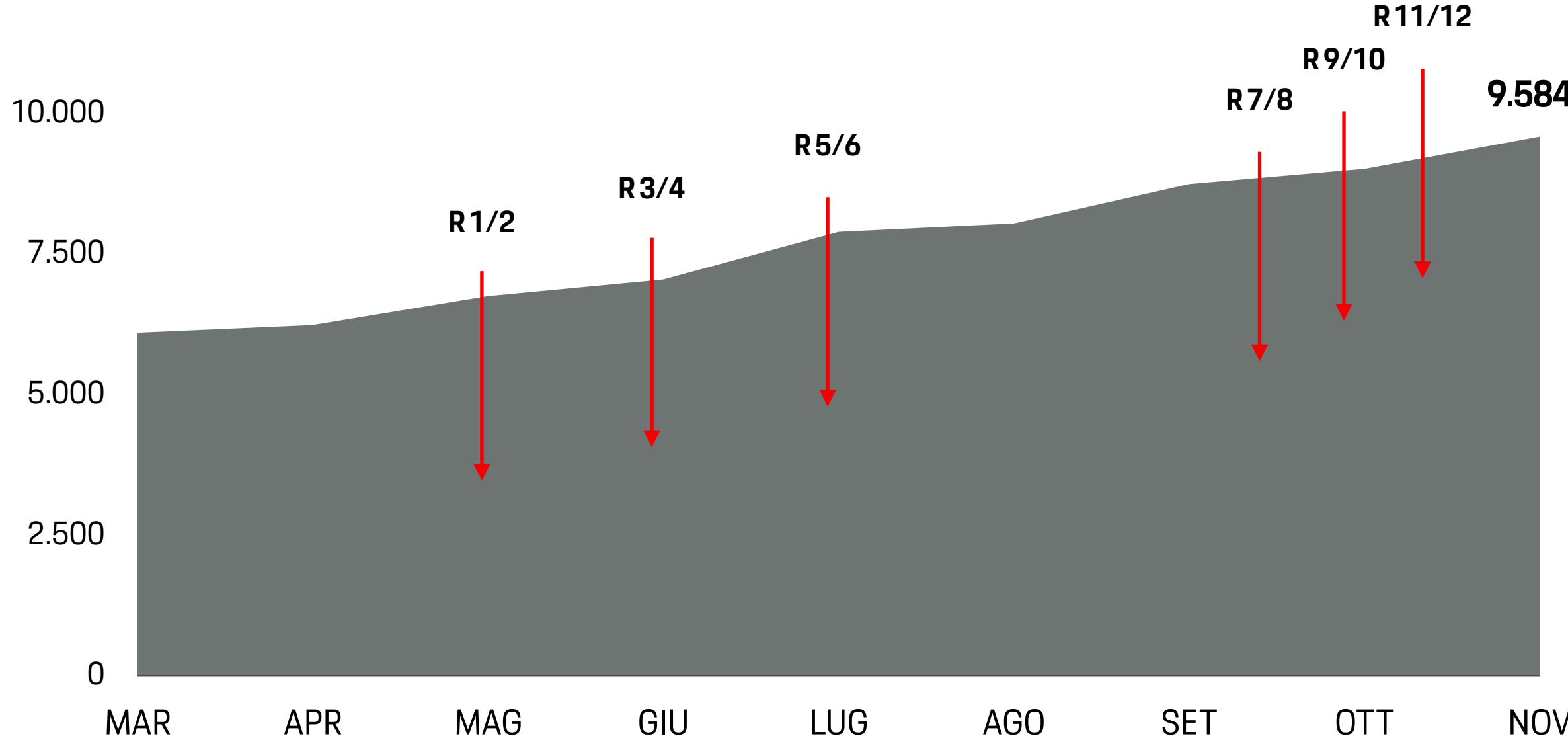
FACEBOOK + INSTAGRAM

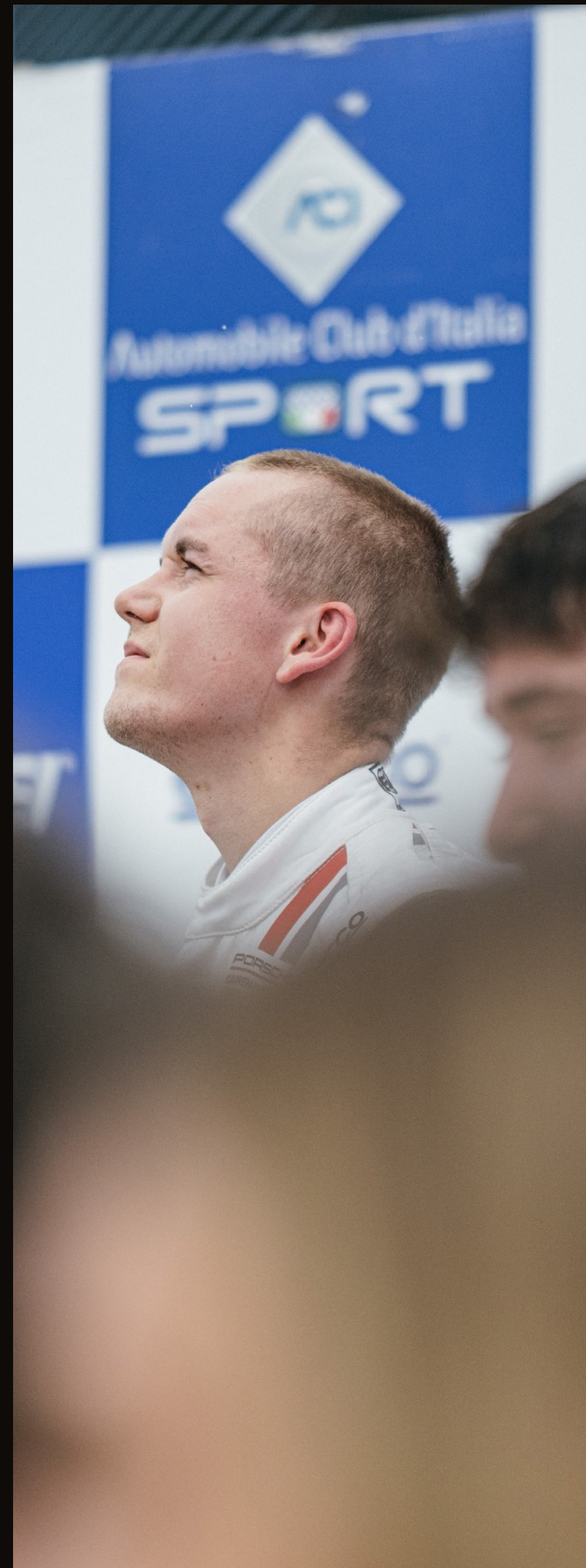


+ carreracupitalia ⌵ Ⓞ ☰
 Non vedo l'ora di...
Porsche Carrera Cup Italia
 638 post 9584 follower 225 seguiti
 Campionato monomarca ufficiale organizzato da Porsche Italia dedicato alle iconiche 911 GT3 Cup.
 #pcci2025 #myporshecarreracupitalia
www.carreracupitalia.it e altri 2
 Dashboard per professionisti
 139.240 visualizzazioni negli ultimi 30 giorni.

STATISTICHE COMPLESSIVE

FOLLOWERS	+4.078	+2%
NR POST	294	+1%
NR STORIES	694	+13%
REACH	2,1 mio	+11%
IMPRESSIONS	3,3 mio	+3%
INTERAZIONI	63k	+8%





ROUND 1/2

MISANO WORLD CIRCUIT

FACEBOOK + INSTAGRAM

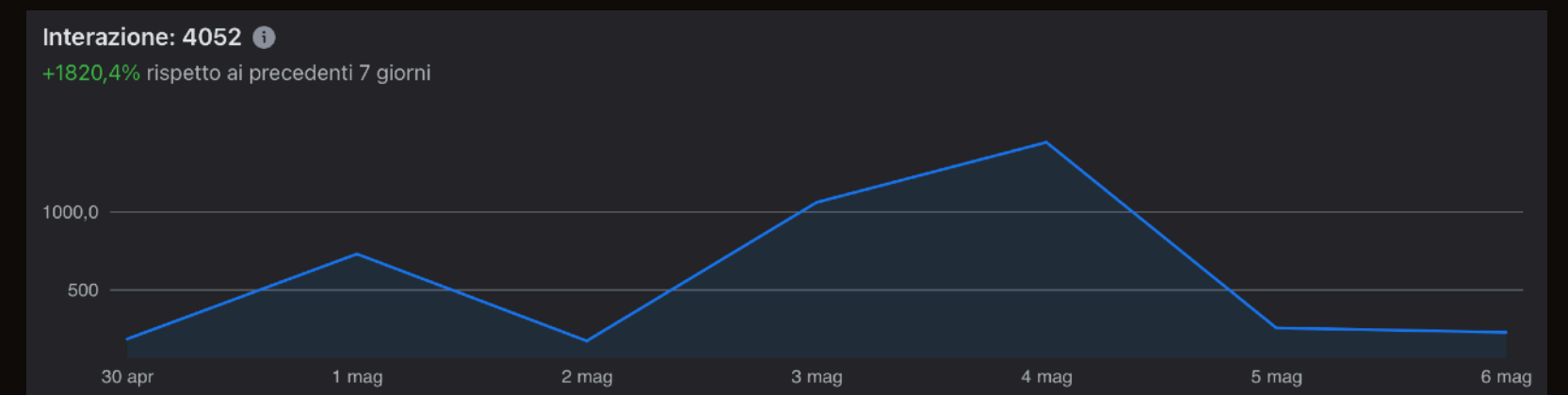
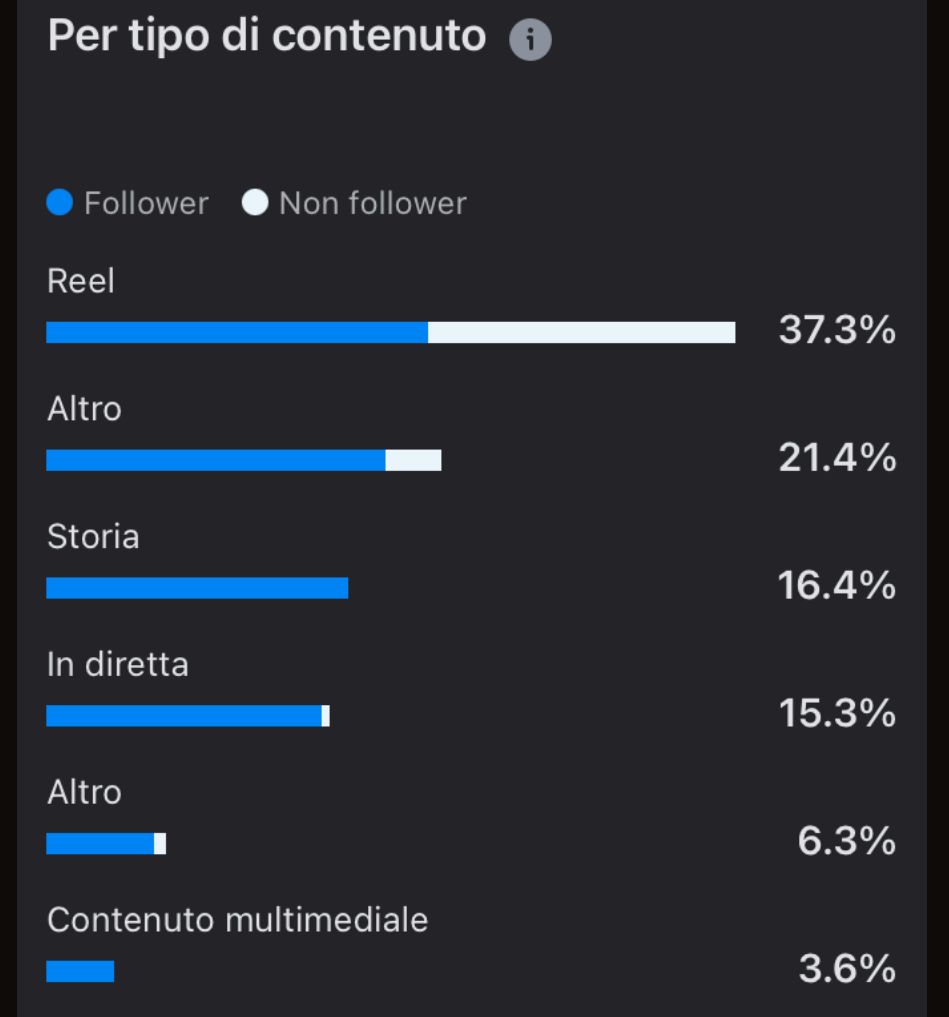
78.481
VISUALIZZAZIONI

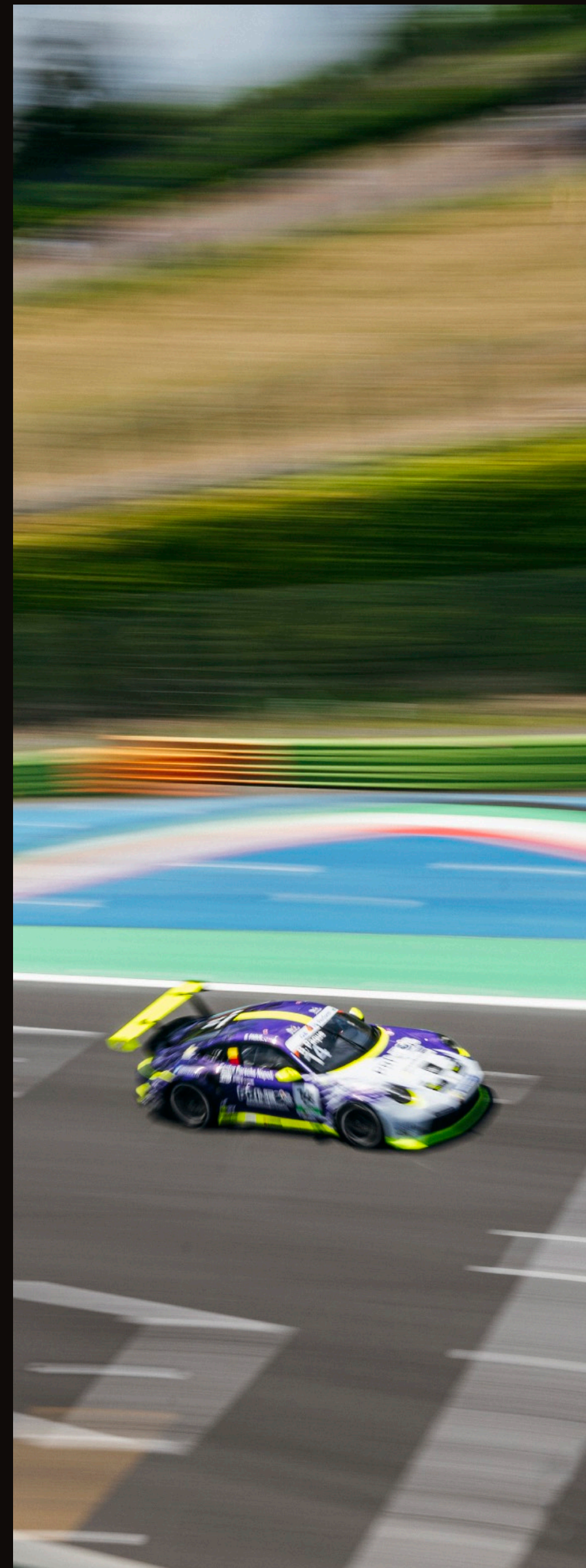
4.052
INTERAZIONI

1.193
REAZIONI

95
COMMENTI

97
CONDIVISIONI





ROUND 3/4 VALLELUNGA

FACEBOOK + INSTAGRAM

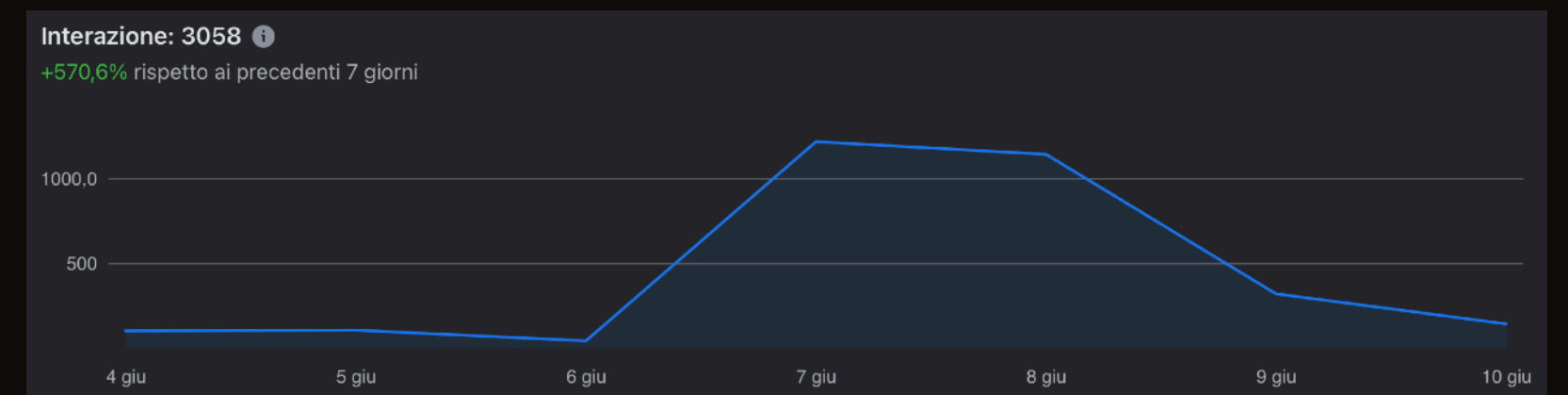
60.707
VISUALIZZAZIONI

3.058
INTERAZIONI

1.119
REAZIONI

65
COMMENTI

66
CONDIVISIONI





ROUND 5/6 MUGELLO CIRCUIT

FACEBOOK + INSTAGRAM

58.334
VISUALIZZAZIONI

2.816
INTERAZIONI

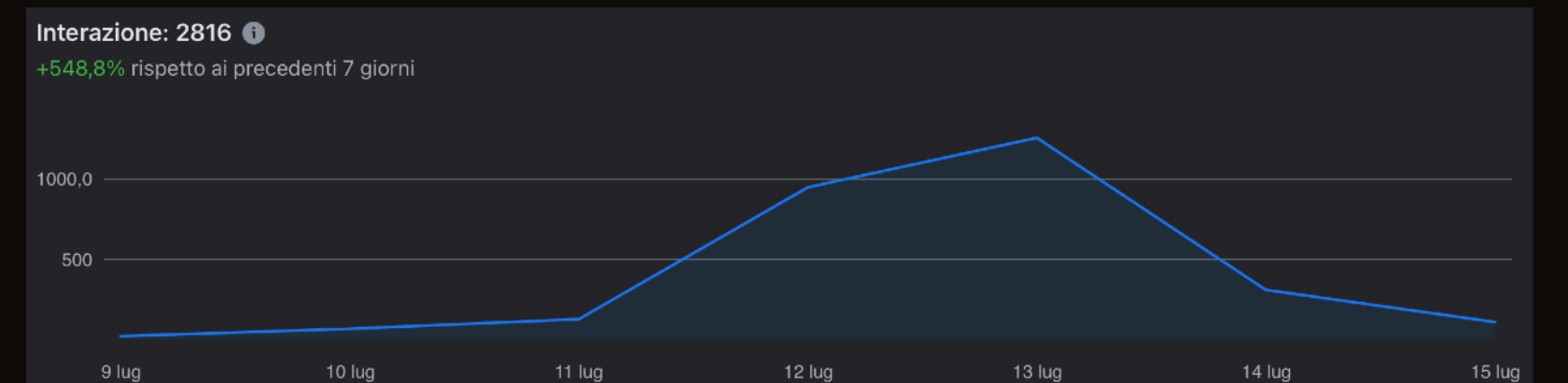
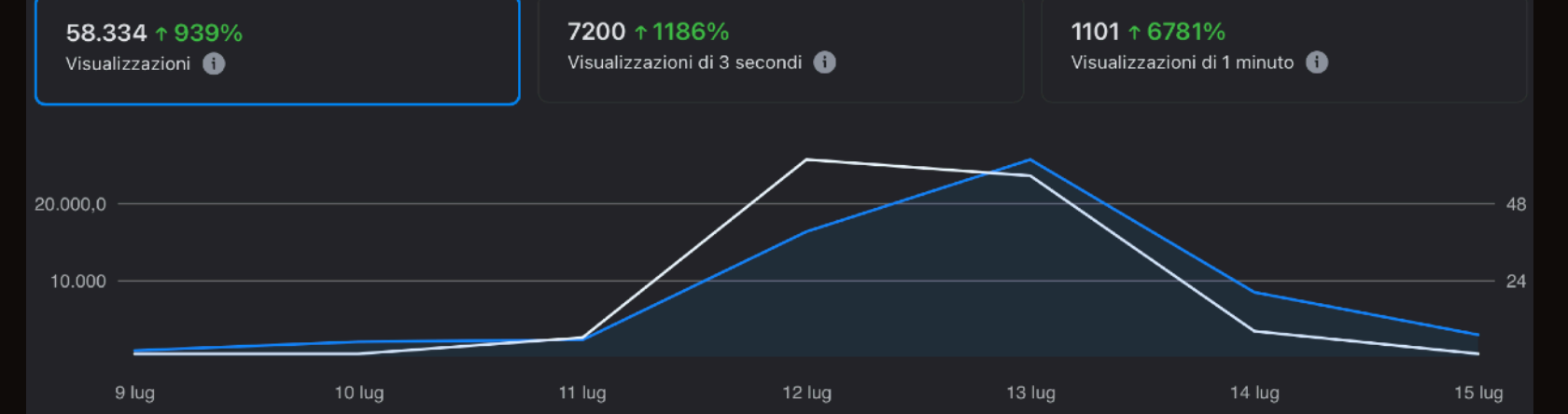
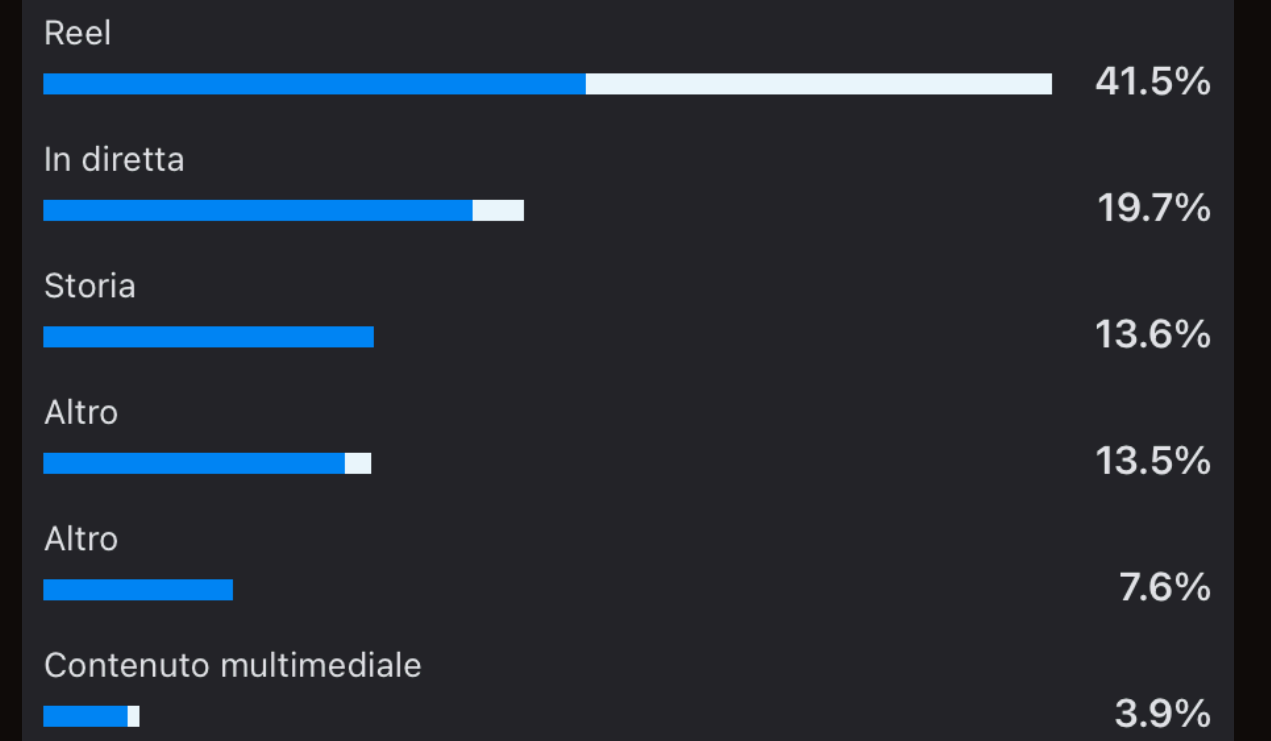
836
REAZIONI

70
COMMENTI

56
CONDIVISIONI

Per tipo di contenuto ⓘ

● Follower ● Non follower





ROUND 7/8

AUTODROMO DI IMOLA

FACEBOOK + INSTAGRAM

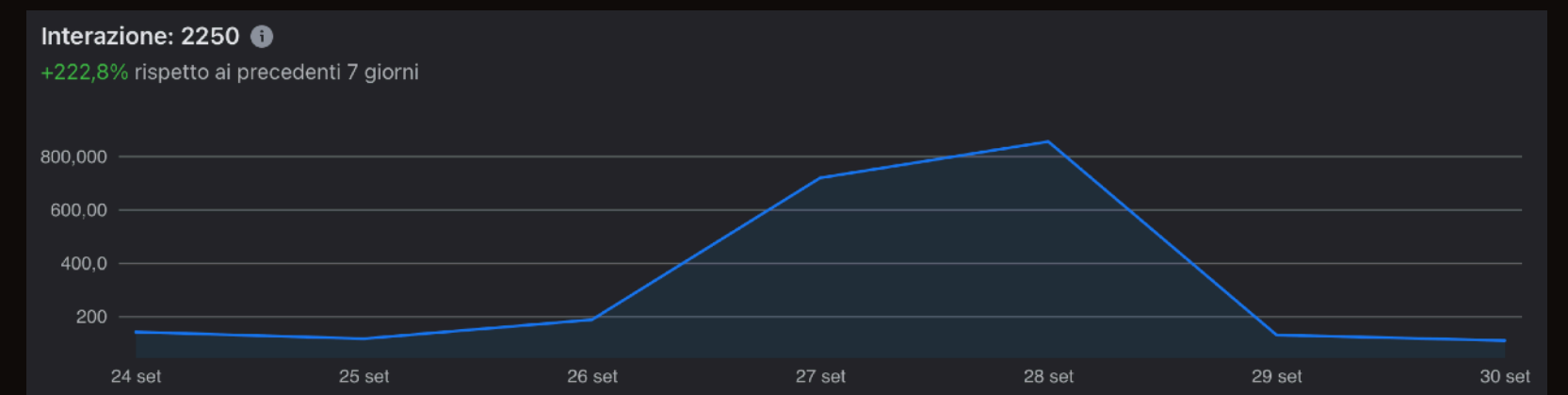
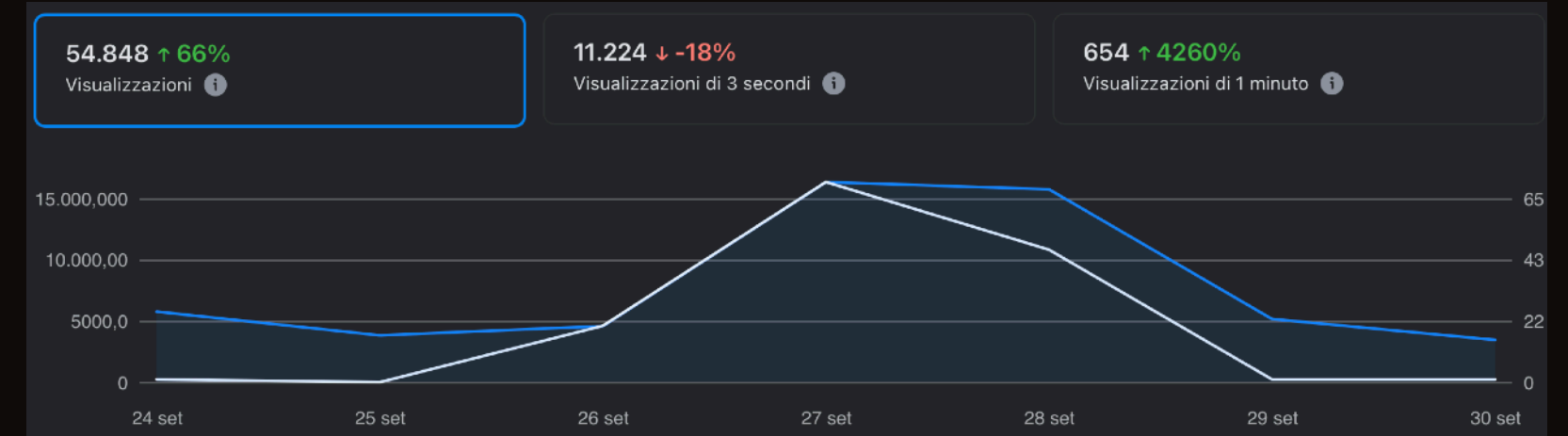
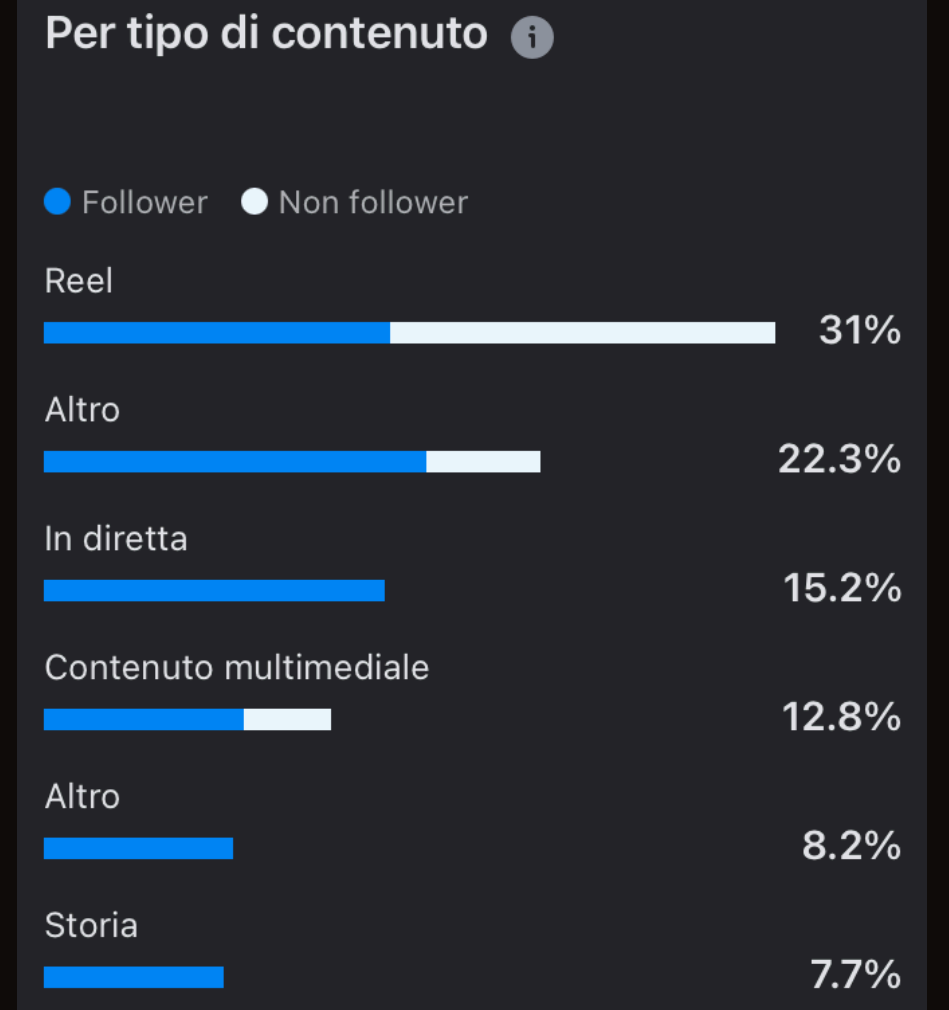
54.848
VISUALIZZAZIONI

2.250
INTERAZIONI

706
REAZIONI

48
COMMENTI

46
CONDIVISIONI





ROUND 9/810

MISANO WORLD CIRCUIT

FACEBOOK + INSTAGRAM

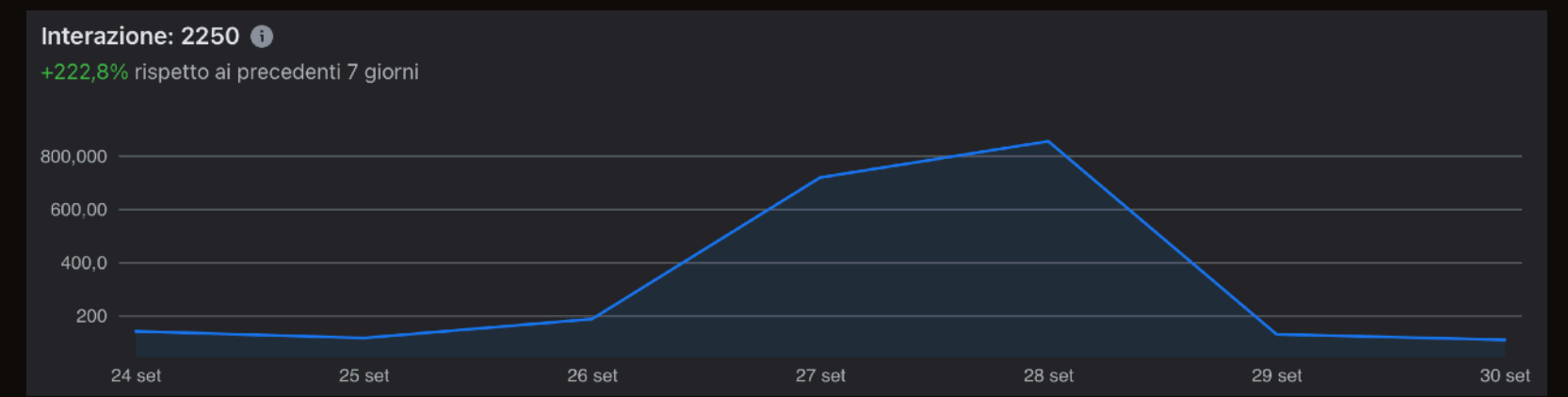
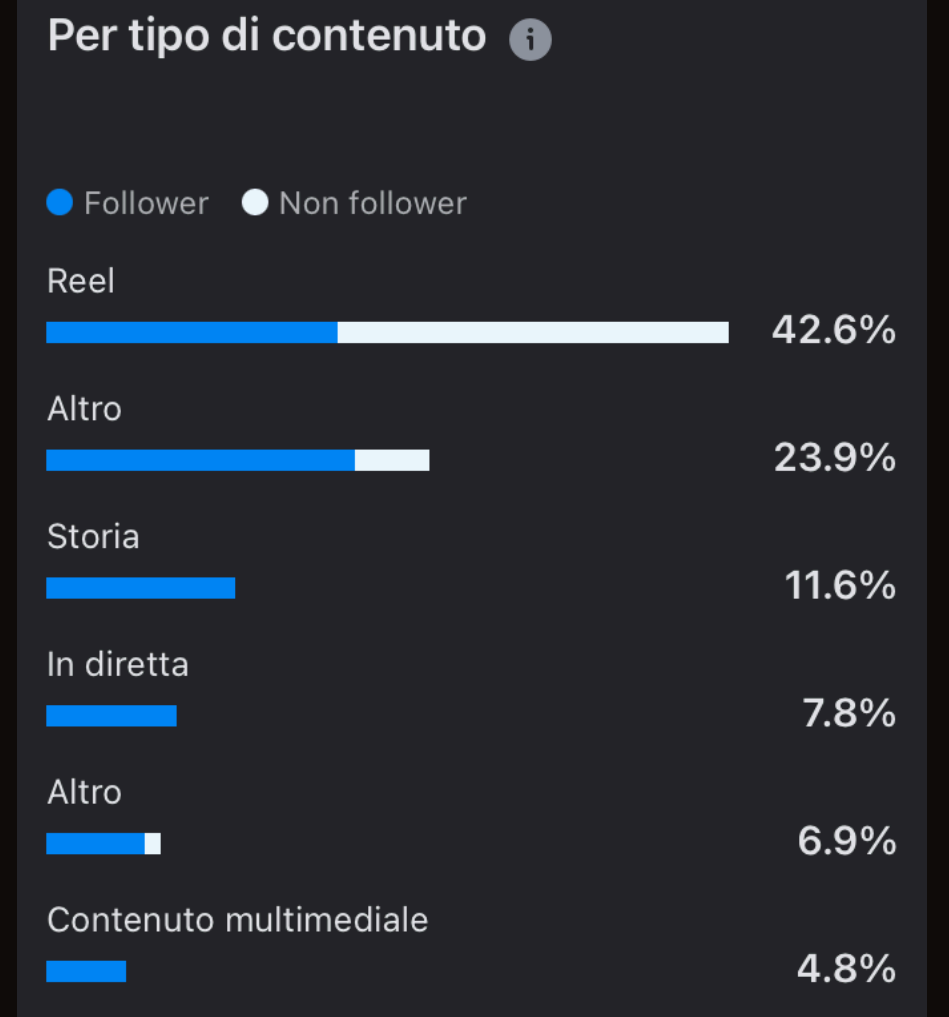
57.159
VISUALIZZAZIONI

2.142
INTERAZIONI

761
REAZIONI

39
COMMENTI

46
CONDIVISIONI





ROUND 11/12

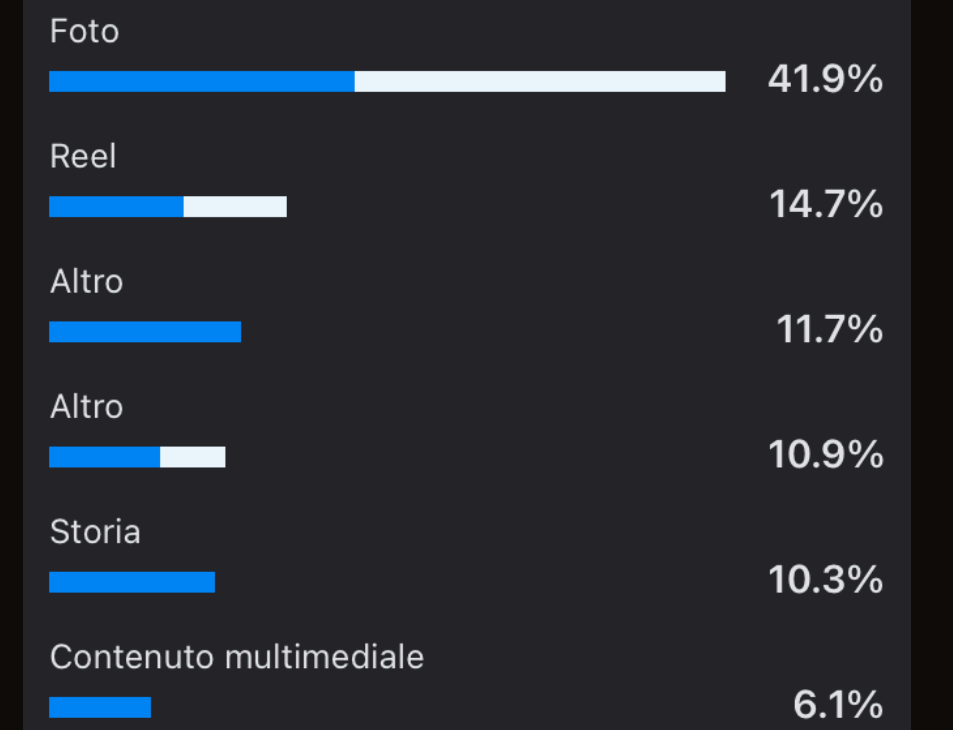
AUTODROMO NAZIONALE DI MONZA

FACEBOOK + INSTAGRAM

95.853
VISUALIZZAZIONI

Per tipo di contenuto ⓘ

● Follower ● Non follower

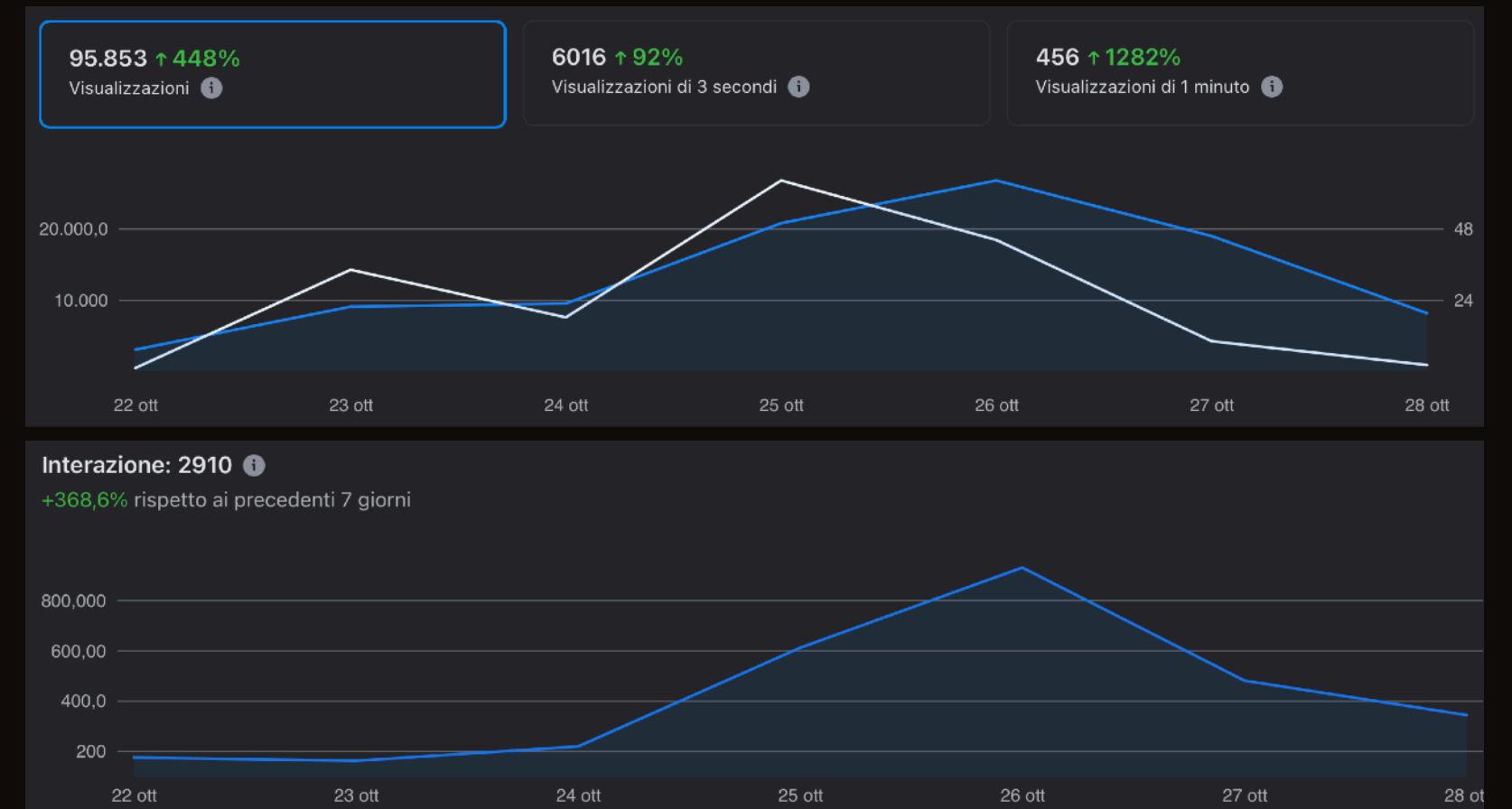


2.910
INTERAZIONI

1.198
REAZIONI

91
COMMENTI

83
CONDIVISIONI



YOUTUBE + DAZN



665k

IEWS DAZN **+55%**

1,1mio

REACH SOCIAL DAZN **+130%**

+1.095

NUOVI ISCRITTI YT **-20%**

118k

IEWS YOUTUBE **+12%**

101k

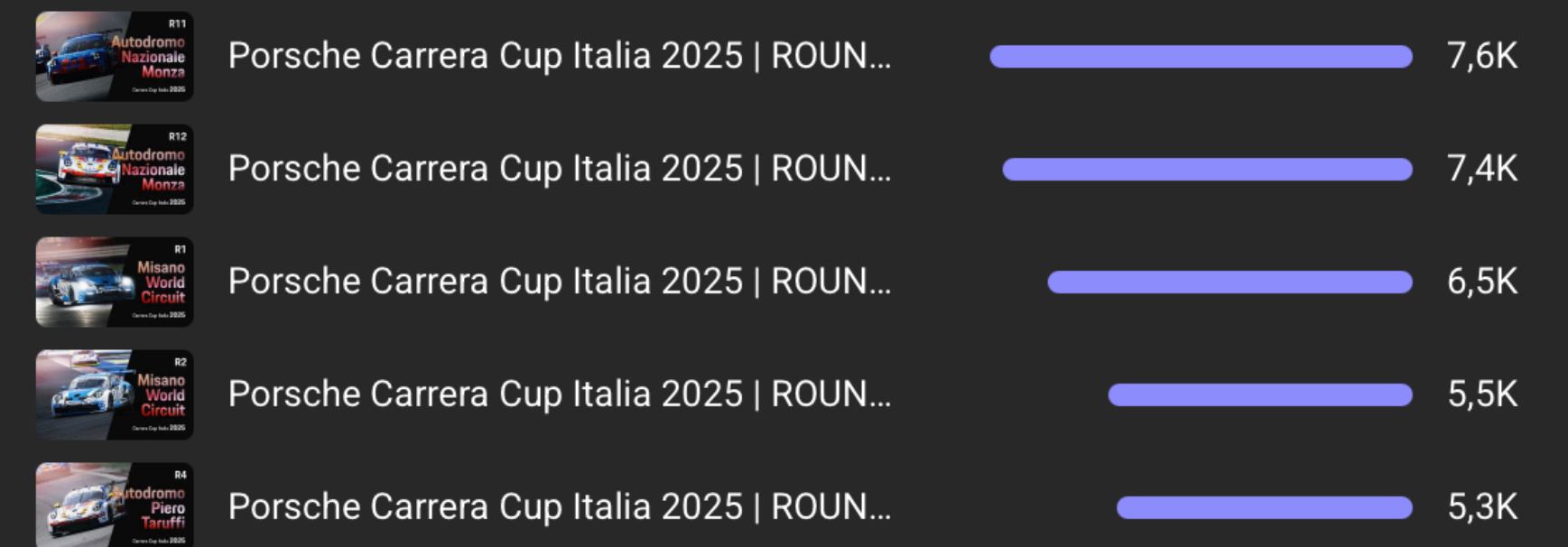
IEWS LIVE YOUTUBE **+6%**

1,3 mio

IMPRESSIONS **+18%**

Live streaming principali

Visualizzazioni · 2025



R1
Misano World Circuit
Carrera Cup Italia 2025

43.500 VIEWS DAZN **48K** IMPRESSIONS
6.583 VIEWS YOUTUBE **5,7%** % CLIC IMPR
298 ORE VIEWS YT **6:19** VIEW MEDIA

R2
Misano World Circuit
Carrera Cup Italia 2025

61.935 VIEWS DAZN **42K** IMPRESSIONS
5.523 VIEWS YOUTUBE **5,6%** % CLIC IMPR
237 ORE VIEWS YT **7:21** VIEW MEDIA

R3
Autodromo Piero Taruffi
Carrera Cup Italia 2025

67.217 VIEWS DAZN **49k** IMPRESSIONS
4.791 VIEWS YOUTUBE **5,3%** % CLIC IMPR
370 ORE VIEWS YT **8:57** VIEW MEDIA

R4
Autodromo Piero Taruffi
Carrera Cup Italia 2025

64.713 VIEWS DAZN **43k** IMPRESSIONS
5.419 VIEWS YOUTUBE **5,5%** % CLIC IMPR
275 ORE VIEWS YT **7:26** VIEW MEDIA

YOUTUBE + DAZN



R5
Mugello circuit
Carrera Cup Italia 2025

40.185 VIEWS DAZN **43k** IMPRESSIONS
3.815 VIEWS YOUTUBE **6,5%** % CLIC IMPR
350 ORE VIEWS YT **8:40** VIEW MEDIA



R6
Mugello circuit
Carrera Cup Italia 2025

46.103 VIEWS DAZN **46k** IMPRESSIONS
4.691 VIEWS YOUTUBE **6,5%** % CLIC IMPR
365 ORE VIEWS YT **8:52** VIEW MEDIA



R7
Autodromo Enzo e Dino Ferrari
Carrera Cup Italia 2025

58.019 VIEWS DAZN **46k** IMPRESSIONS
4.561 VIEWS YOUTUBE **5,2%** % CLIC IMPR
341 ORE VIEWS YT **8:53** VIEW MEDIA



R8
Autodromo Enzo e Dino Ferrari
Carrera Cup Italia 2025

79.167 VIEWS DAZN **44k** IMPRESSIONS
4.450 VIEWS YOUTUBE **5,3%** % CLIC IMPR
324 ORE VIEWS YT **9:37** VIEW MEDIA



R9
Misano World Circuit
Carrera Cup Italia 2025

38.973 VIEWS DAZN **47k** IMPRESSIONS
3.291 VIEWS YOUTUBE **4,0%** % CLIC IMPR
261 ORE VIEWS YT **9:15** VIEW MEDIA



R10
Misano World Circuit
Carrera Cup Italia 2025

39.156 VIEWS DAZN **37k** IMPRESSIONS
3.687 VIEWS YOUTUBE **5,6%** % CLIC IMPR
275 ORE VIEWS YT **9:53** VIEW MEDIA



R11
Autodromo Nazionale Monza
Carrera Cup Italia 2025

70.954 VIEWS DAZN **49k** IMPRESSIONS
7.615 VIEWS YOUTUBE **6,2%5:** % CLIC IMPR
313 ORE VIEWS YT **5:53** VIEW MEDIA



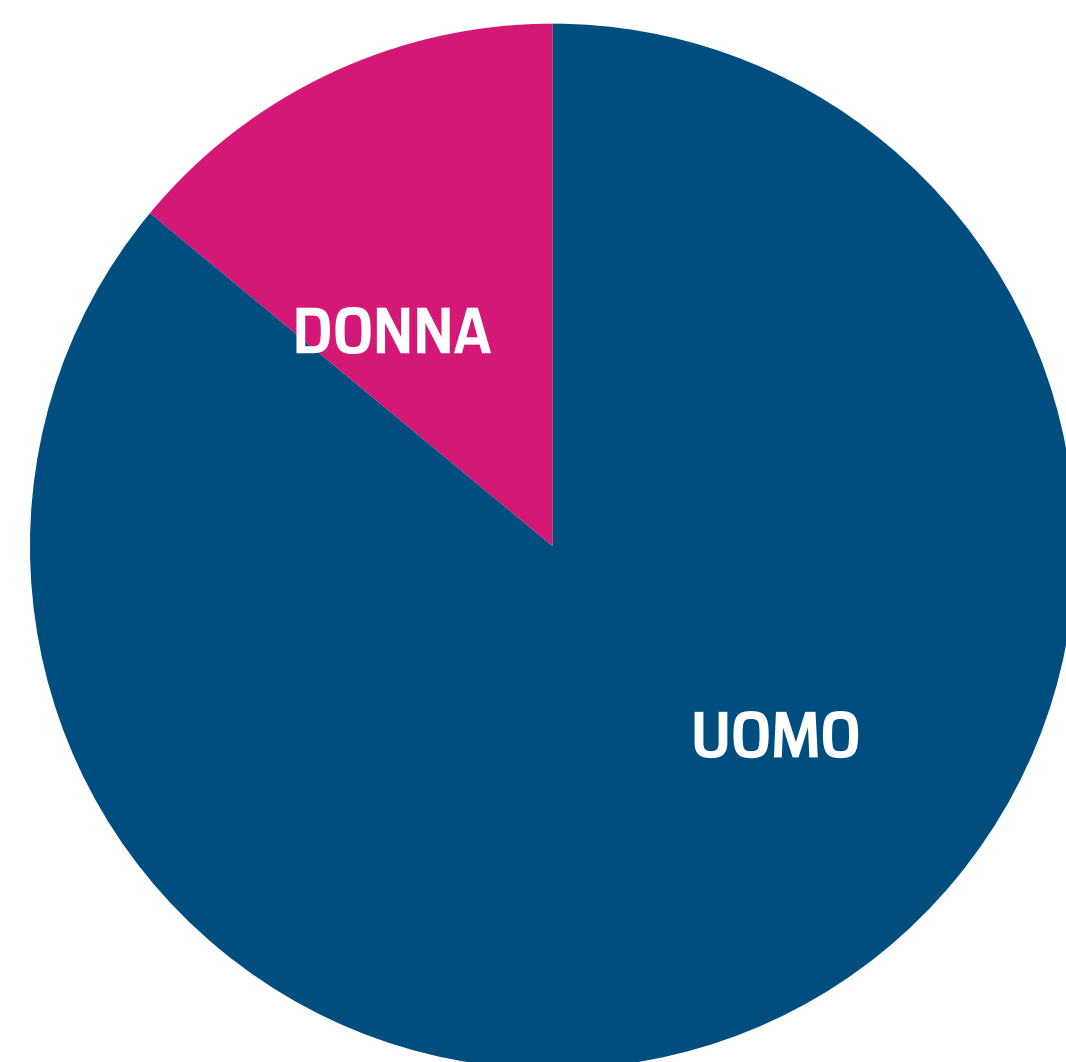
R12
Autodromo Nazionale Monza
Carrera Cup Italia 2025

70.153 VIEWS DAZN **61k** IMPRESSIONS
7.416 VIEWS YOUTUBE **5,7%** % CLIC IMPR
471 ORE VIEWS YT **8:34** VIEW MEDIA

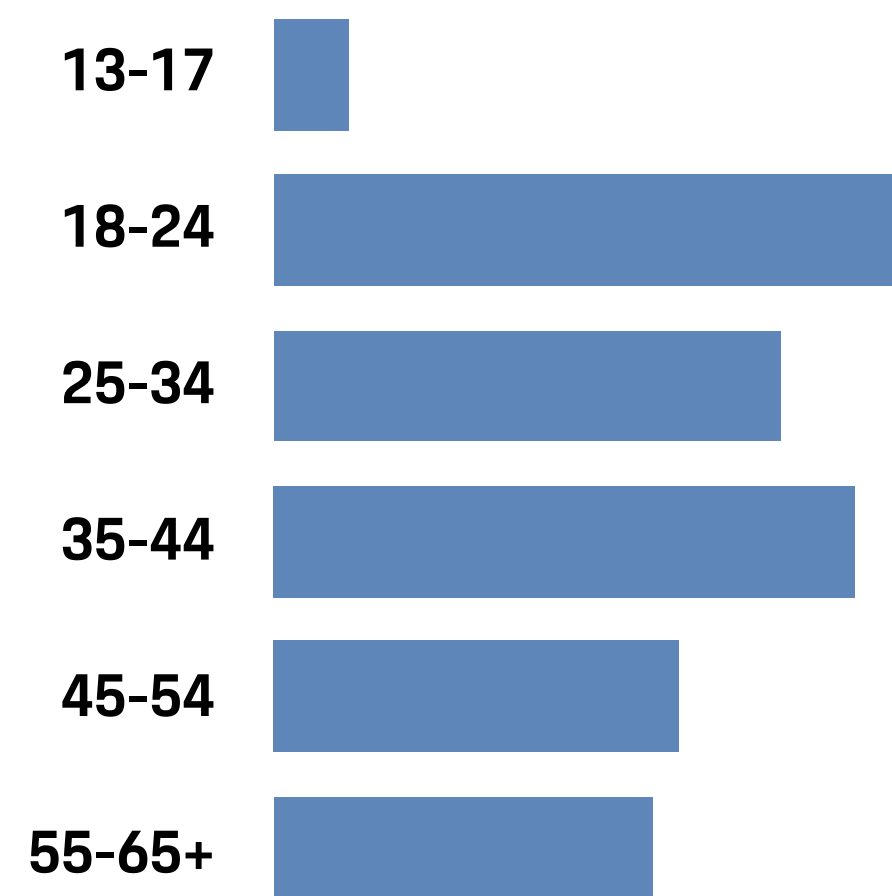
IL NOSTRO PUBBLICO



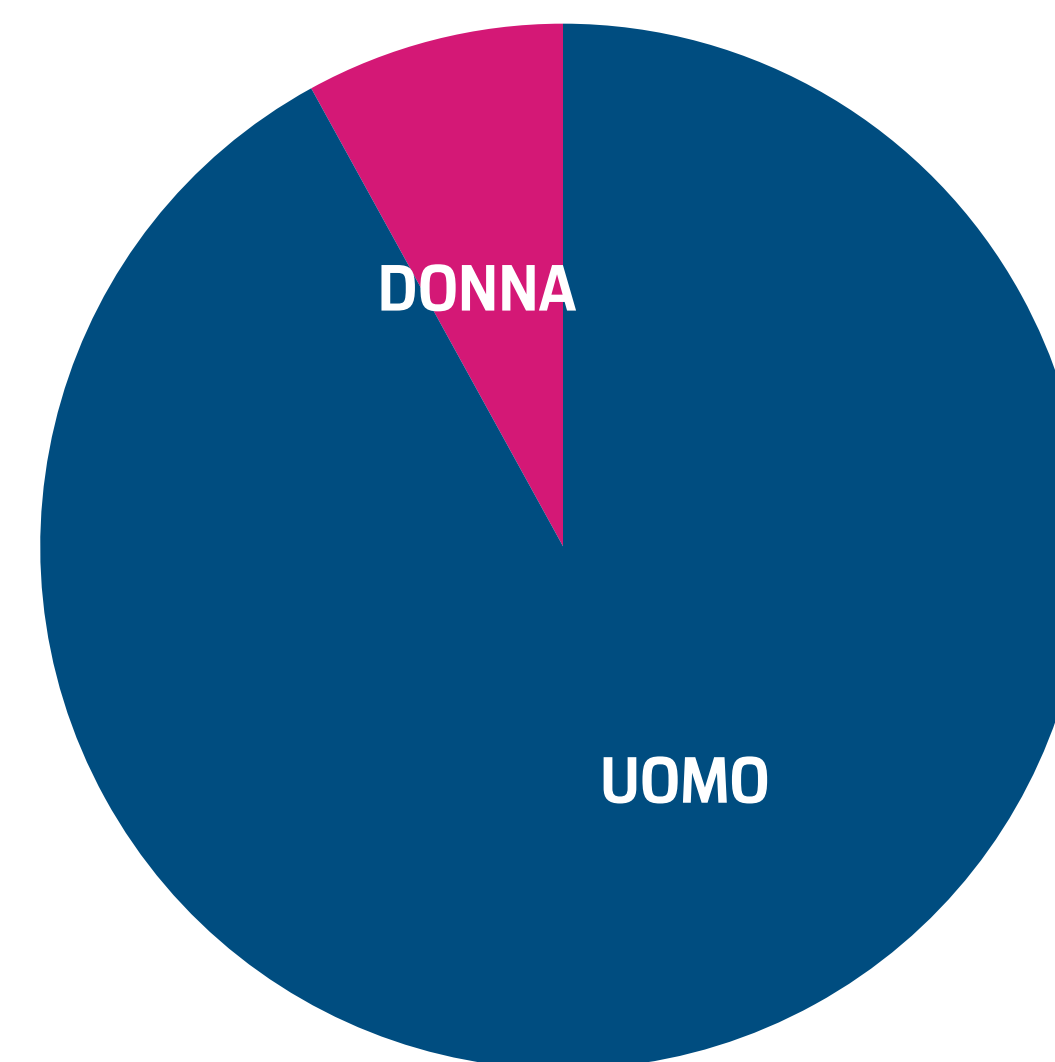
GENERE



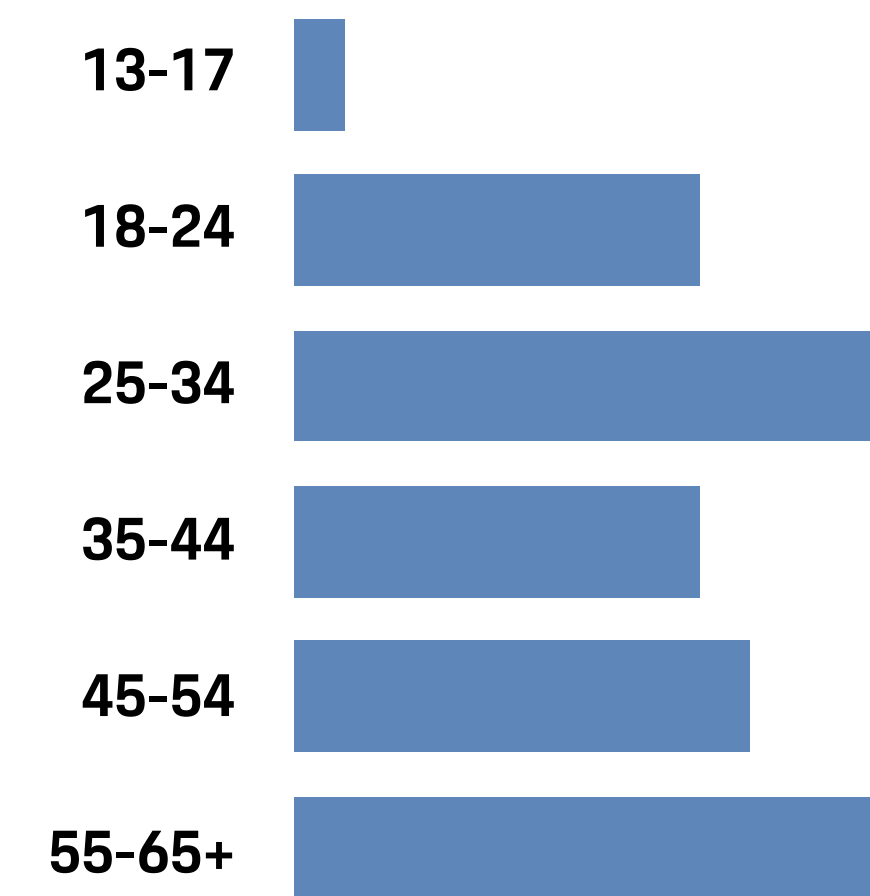
ETÀ



GENERE



ETÀ



PROVENIENZA

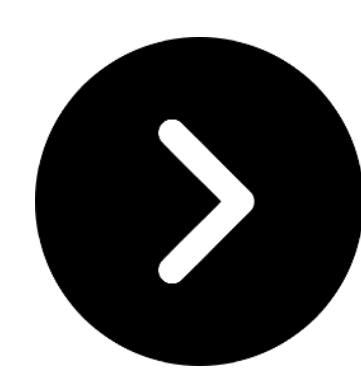


PROVENIENZA





OBIETTIVI NEW SEASON





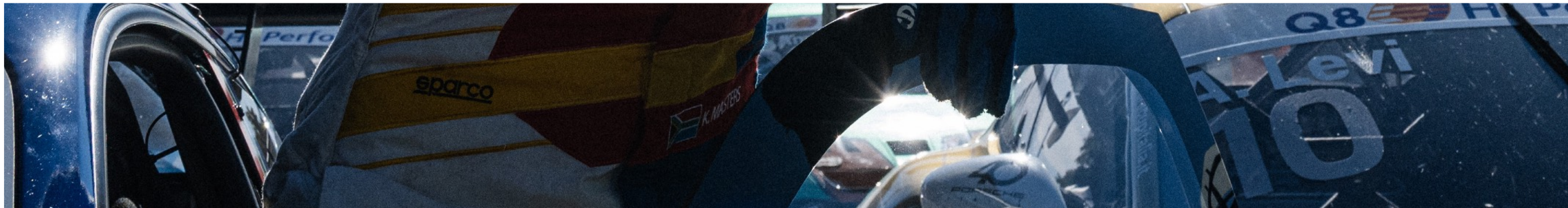
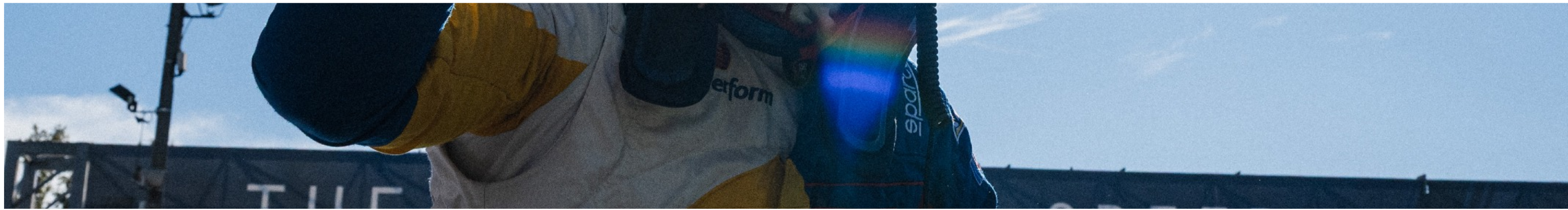
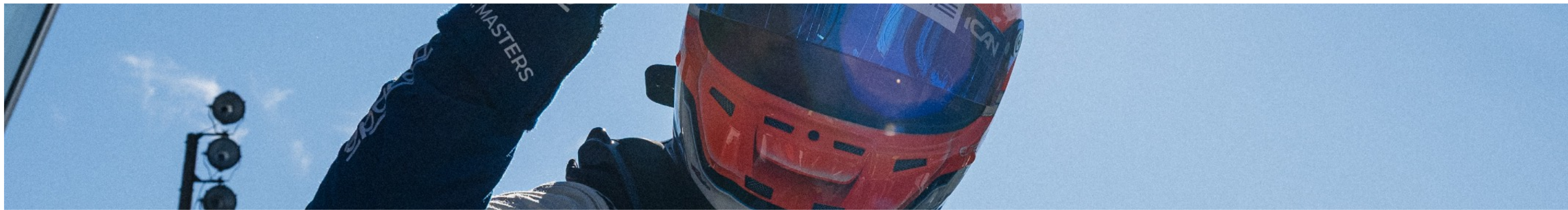
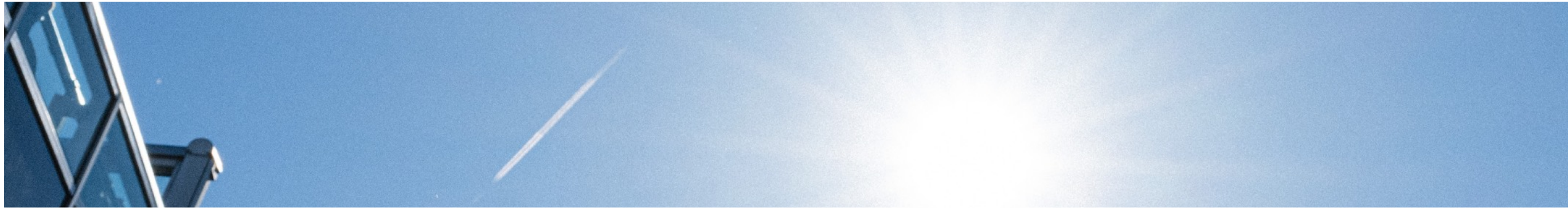
**Sviluppo
produzione
creativa.
(es. audio
pilota-team,
onboard
camera, ecc.)**



**Maggiore
interazione
live con piloti
e Team**



**Sviluppare in
modo massivo
Youtube**



GRAZIE

