

# TOP 10 SOCIAL MARKETABILITY INDEX



# INDEX

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# INTRODUCTION

In recent years, tennis has been one of the fastest growing sports in overall participation, as according to the United States Tennis Association (USTA). In 2022, participation grew for the third year in a row and is up 33% since the start of 2020.

In professional tennis, young stars continue to emerge with the likes of Carlos Alcaraz, Coco Gauff, Aryna Sabalenka, and Jannik Sinner commanding the spotlight. But the court isn't the only place where tennis players are winning.

Professional tennis players are also commanding the spotlight on social media, wielding significant influence and brand power through their owned platforms. In collaboration with the Professional Tennis Players Association (PTPA) and Winners Alliance (the PTPA's commercial affiliate and a Zoomph customer), Zoomph analyzed the social media activity performance and audience insights of over 200 men's and women's professional tennis players to discover which athletes have the strongest marketability potential for various brand categories.

# METHODOLOGY

## How Does The Zoomph Marketability Score Work?

The overall Athlete Influencer Score is composed of four weighted metrics: frequency (maximum 15), reach (maximum 60), engagement (maximum 50), fan attractiveness (maximum 50).

The maximum total score is 175.

The social media data for this scoring was from X and Instagram between 1/1/2023 12:00am ET - 12/31/2023 11:59pm.

### Frequency

Total number of posts

### Reach

Total number of followers/likes  
across multiple platforms  
(Twitter, Instagram)

### Engagement

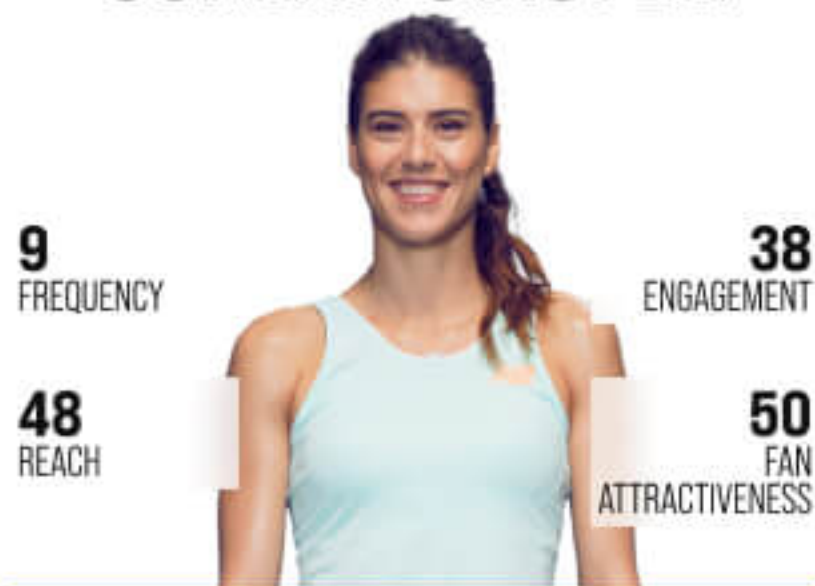
Average engagement rate and  
follower interaction rate

### Fan Attractiveness

Percentage audience with an  
affinity for industries per list  
(Fashion & Beauty, Travel, Music, etc.)

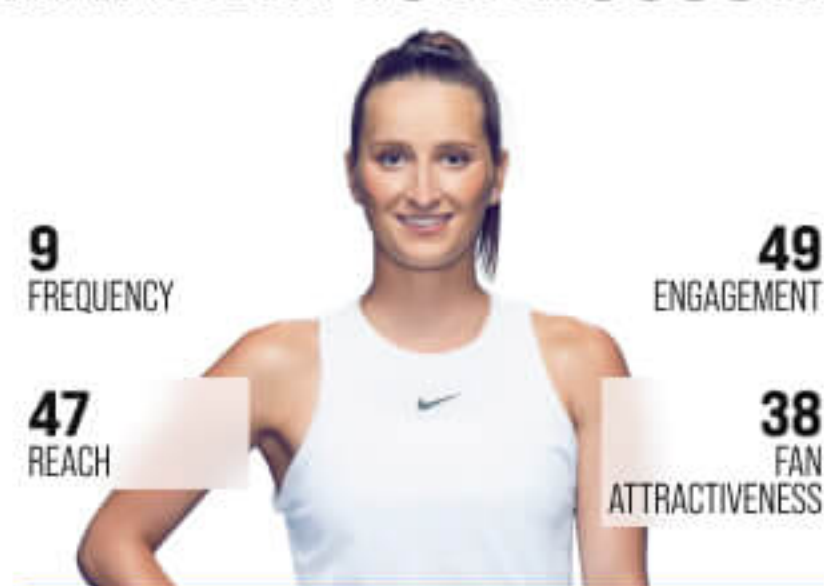
# FASHION & BEAUTY WOMEN'S MARKETABILITY INDEX

**SORANA CIRSTEA**



**1** **144**  
ATHLETE INFLUENCER SCORE

**MARKETA VONDROUSOVA**



**2** **143**  
ATHLETE INFLUENCER SCORE

**TAYLOR TOWNSEND**



**3** **134**  
ATHLETE INFLUENCER SCORE

**AJLA TOMLIJANOVIC**



**4** **134**  
ATHLETE INFLUENCER SCORE

**VENUS WILLIAMS**



**5** **131**  
ATHLETE INFLUENCER SCORE

**DONNA VEKIC**



**6** **130**  
ATHLETE INFLUENCER SCORE

**CAMILA GIORGI**



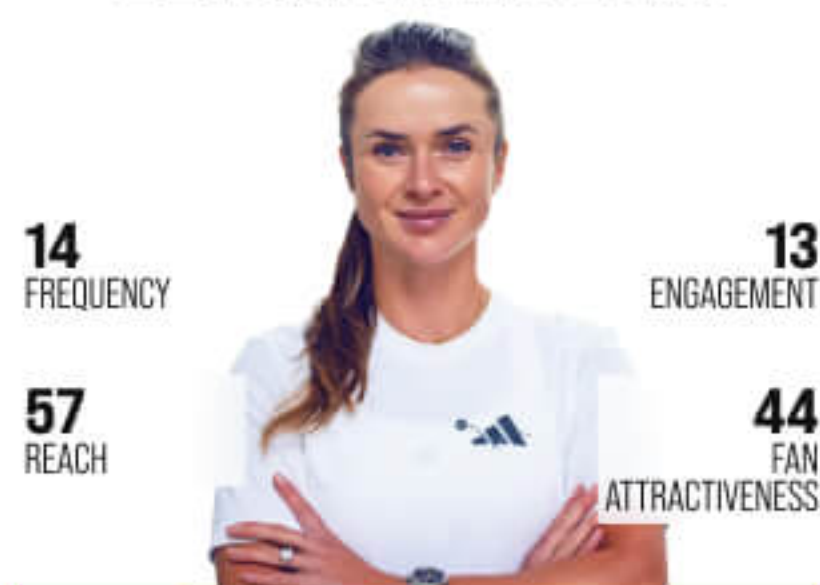
**7** **130**  
ATHLETE INFLUENCER SCORE

**CAROLINE GARCIA**



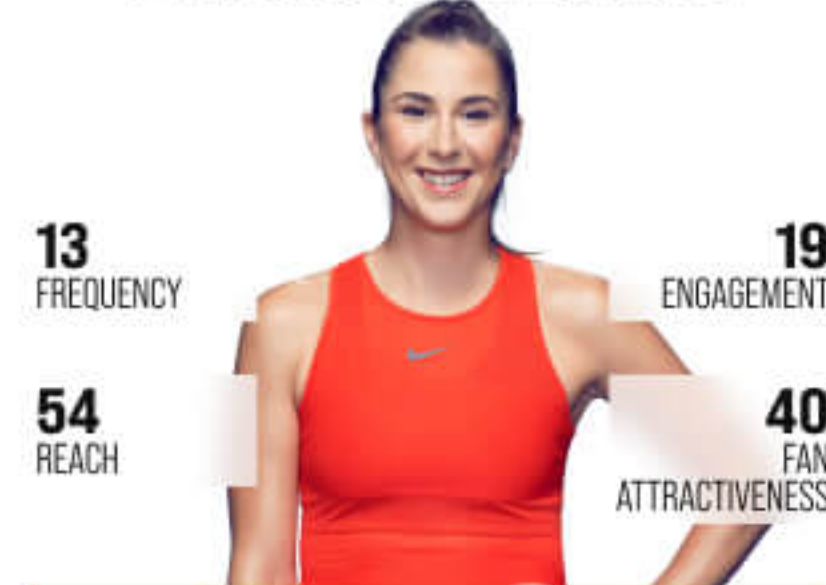
**8** **128**  
ATHLETE INFLUENCER SCORE

**ELINA SVITOLINA**



**9** **127**  
ATHLETE INFLUENCER SCORE

**BELINDA BENCIC**



**10** **126**  
ATHLETE INFLUENCER SCORE

# FASHION & BEAUTY MEN'S MARKETABILITY INDEX

ARTHUR FILS



**1** **152**  
ATHLETE INFLUENCER SCORE

TOMMY PAUL



**2** **138**  
ATHLETE INFLUENCER SCORE

FABIO FOGNINI



**3** **137**  
ATHLETE INFLUENCER SCORE

GRIGOR DIMITROV



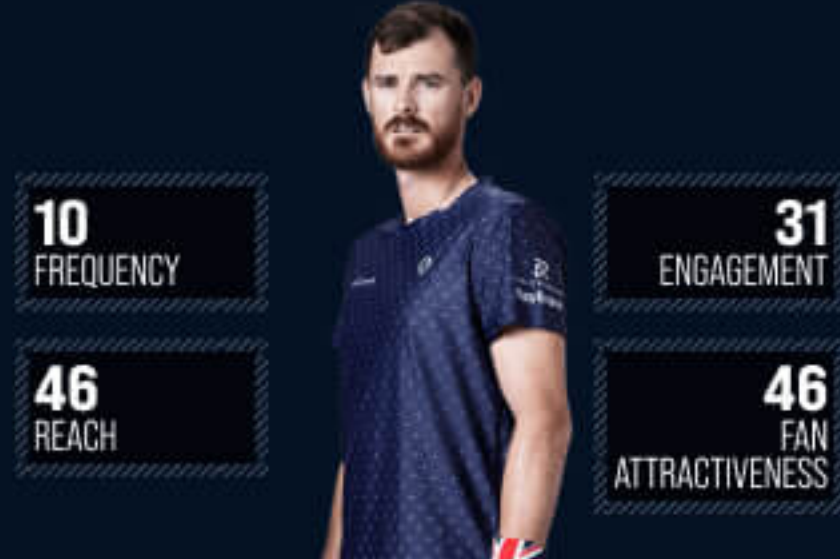
**4** **135**  
ATHLETE INFLUENCER SCORE

FRANCES TIAFOE



**5** **134**  
ATHLETE INFLUENCER SCORE

JAMIE MURRAY



**6** **132**  
ATHLETE INFLUENCER SCORE

THANASI KOKKINAKIS



**7** **132**  
ATHLETE INFLUENCER SCORE

TAYLOR FRITZ



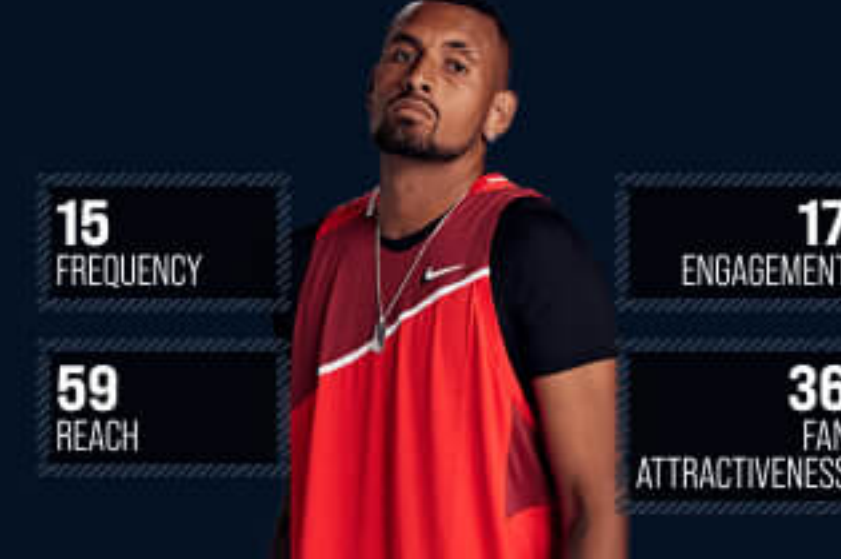
**8** **130**  
ATHLETE INFLUENCER SCORE

ZIZOU BERGS



**9** **127**  
ATHLETE INFLUENCER SCORE

NICK KYRGIOS



**10** **127**  
ATHLETE INFLUENCER SCORE

# TRAVEL WOMEN'S MARKETABILITY INDEX

## MARIA SAKKARI



**1** **146**  
ATHLETE INFLUENCER SCORE

## SORANA CIRSTEA



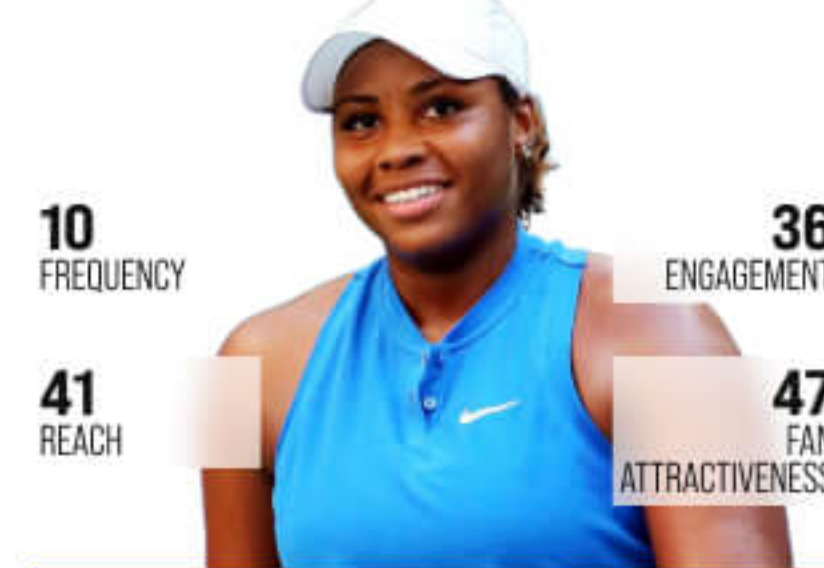
**2** **140**  
ATHLETE INFLUENCER SCORE

## PANNA UDVARDY



**3** **136**  
ATHLETE INFLUENCER SCORE

## TAYLOR TOWNSEND



**4** **134**  
ATHLETE INFLUENCER SCORE

## AJLA TOMLIJANOVIC



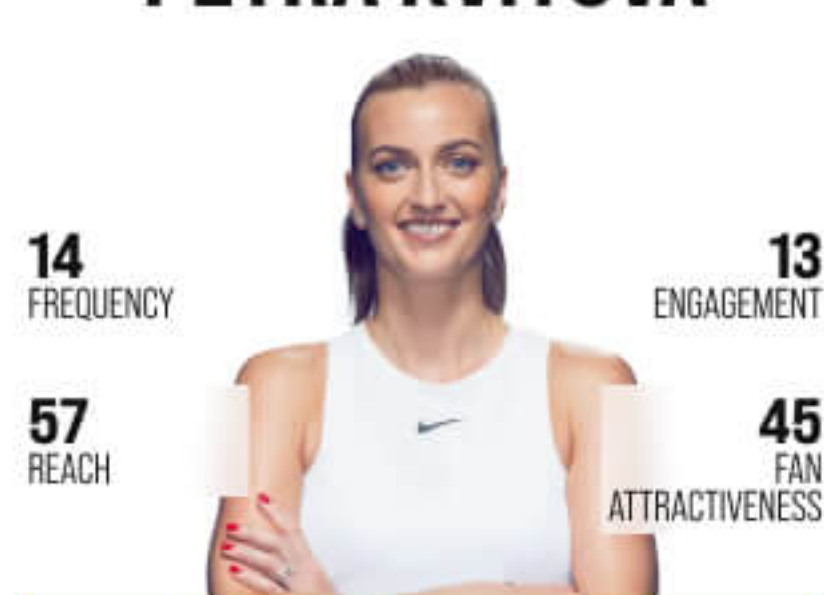
**5** **131**  
ATHLETE INFLUENCER SCORE

## VENUS WILLIAMS



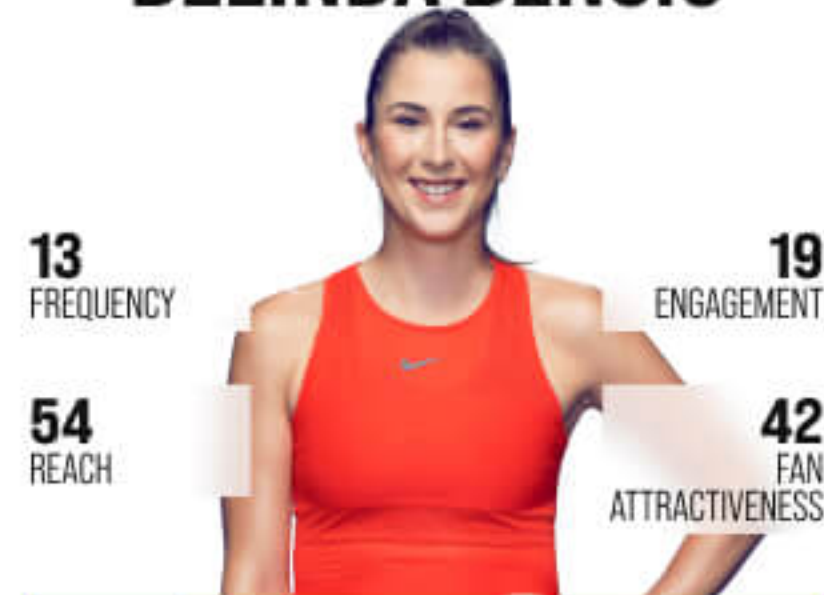
**6** **129**  
ATHLETE INFLUENCER SCORE

## PETRA KVITOVA



**7** **128**  
ATHLETE INFLUENCER SCORE

## BELINDA BENCIC



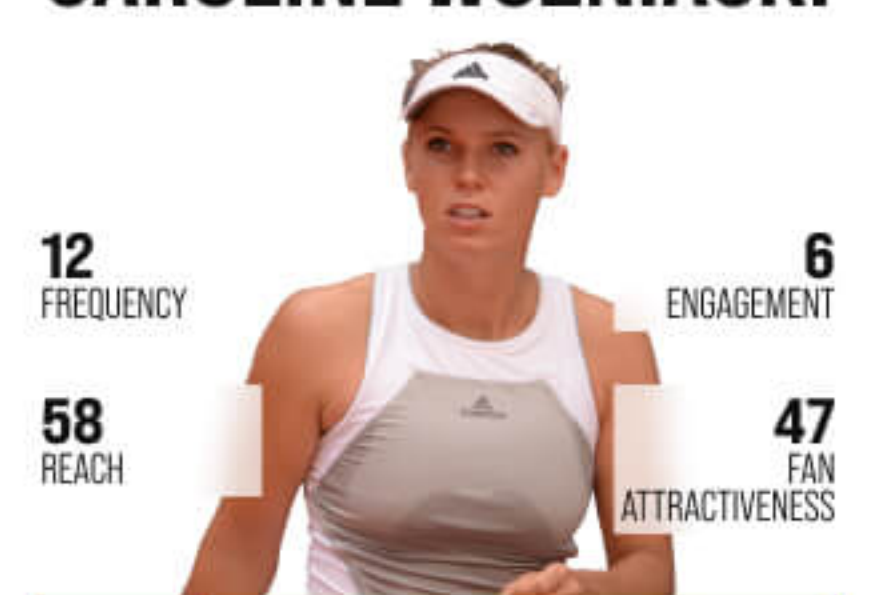
**8** **127**  
ATHLETE INFLUENCER SCORE

## DONNA VEKIC



**9** **123**  
ATHLETE INFLUENCER SCORE

## CAROLINE WOZNIACKI



**10** **122**  
ATHLETE INFLUENCER SCORE

# TRAVEL MEN'S MARKETABILITY INDEX

## FRANCES TIAFOE

13  
FREQUENCY

55  
REACH

24  
ENGAGEMENT

44  
FAN  
ATTRACTIVENESS



**1** **135**  
ATHLETE INFLUENCER SCORE

## TOMMY PAUL

10  
FREQUENCY

47  
REACH

41  
ENGAGEMENT

36  
FAN  
ATTRACTIVENESS



**2** **135**  
ATHLETE INFLUENCER SCORE

## STEFANOS TSITSIPAS

14  
FREQUENCY

58  
REACH

16  
ENGAGEMENT

47  
FAN  
ATTRACTIVENESS



**3** **134**  
ATHLETE INFLUENCER SCORE

## GRIGOR DIMITROV

7  
FREQUENCY

54  
REACH

25  
ENGAGEMENT

45  
FAN  
ATTRACTIVENESS



**4** **131**  
ATHLETE INFLUENCER SCORE

## TAYLOR FRITZ

14  
FREQUENCY

55  
REACH

21  
ENGAGEMENT

41  
FAN  
ATTRACTIVENESS



**5** **129**  
ATHLETE INFLUENCER SCORE

## JAMIE MURRAY

10  
FREQUENCY

46  
REACH

31  
ENGAGEMENT

43  
FAN  
ATTRACTIVENESS



**6** **129**  
ATHLETE INFLUENCER SCORE

## FABIO FOGNINI

10  
FREQUENCY

54  
REACH

25  
ENGAGEMENT

39  
FAN  
ATTRACTIVENESS



**7** **128**  
ATHLETE INFLUENCER SCORE

## THANASI KOKKINAKIS

13  
FREQUENCY

53  
REACH

19  
ENGAGEMENT

42  
FAN  
ATTRACTIVENESS



**8** **127**  
ATHLETE INFLUENCER SCORE

## STAN WAWRINKA

15  
FREQUENCY

58  
REACH

8  
ENGAGEMENT

47  
FAN  
ATTRACTIVENESS



**9** **127**  
ATHLETE INFLUENCER SCORE

## KAREN KHACHANOV

8  
FREQUENCY

50  
REACH

31  
ENGAGEMENT

38  
FAN  
ATTRACTIVENESS



**10** **127**  
ATHLETE INFLUENCER SCORE



# MUSIC WOMEN'S MARKETABILITY INDEX

## SORANA CIRSTEA



**1** **143**  
ATHLETE INFLUENCER SCORE

## CAMILA GIORGI



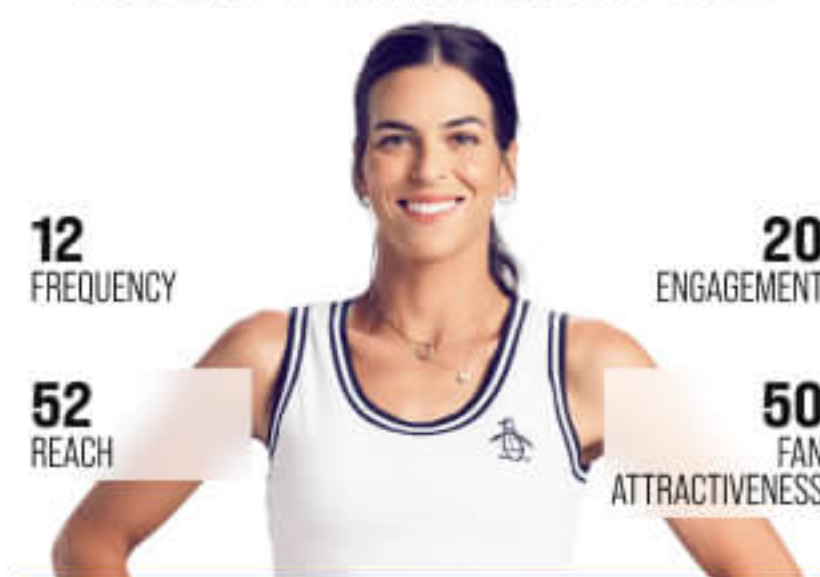
**2** **136**  
ATHLETE INFLUENCER SCORE

## TAYLOR TOWNSEND



**3** **136**  
ATHLETE INFLUENCER SCORE

## AJLA TOMLIJANOVIC



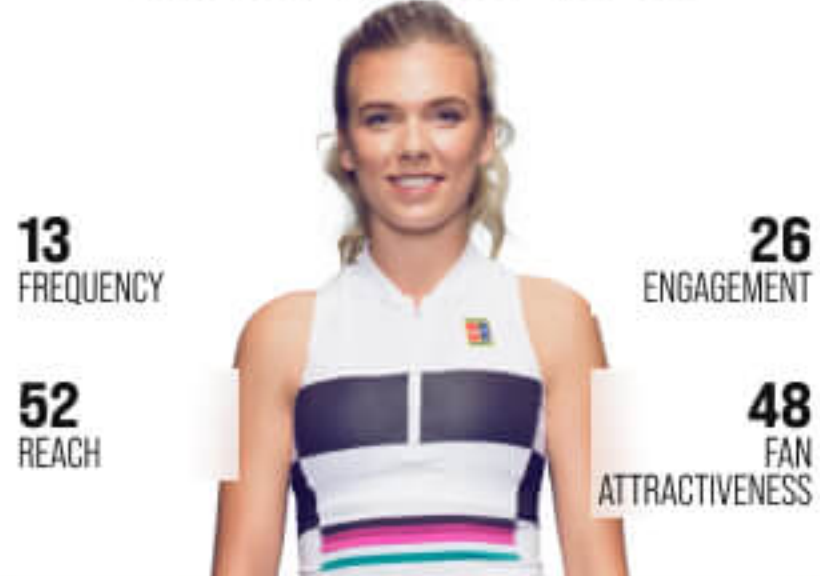
**4** **133**  
ATHLETE INFLUENCER SCORE

## VENUS WILLIAMS



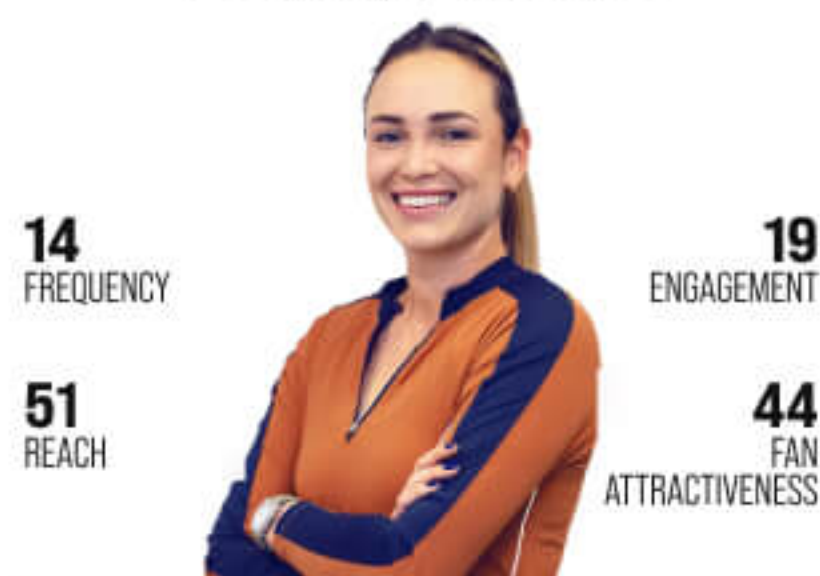
**5** **132**  
ATHLETE INFLUENCER SCORE

## KATIE BOULTER



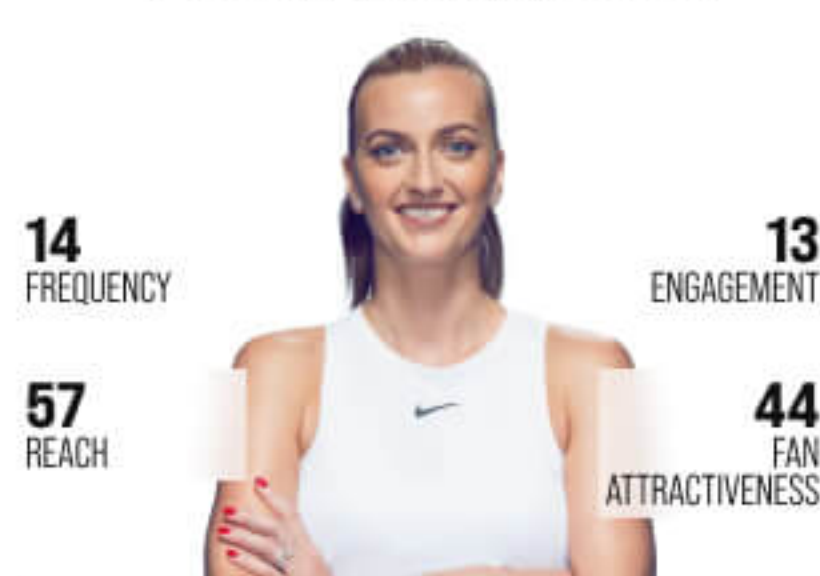
**6** **130**  
ATHLETE INFLUENCER SCORE

## DONNA VEKIC



**7** **128**  
ATHLETE INFLUENCER SCORE

## PETRA KVITOVA



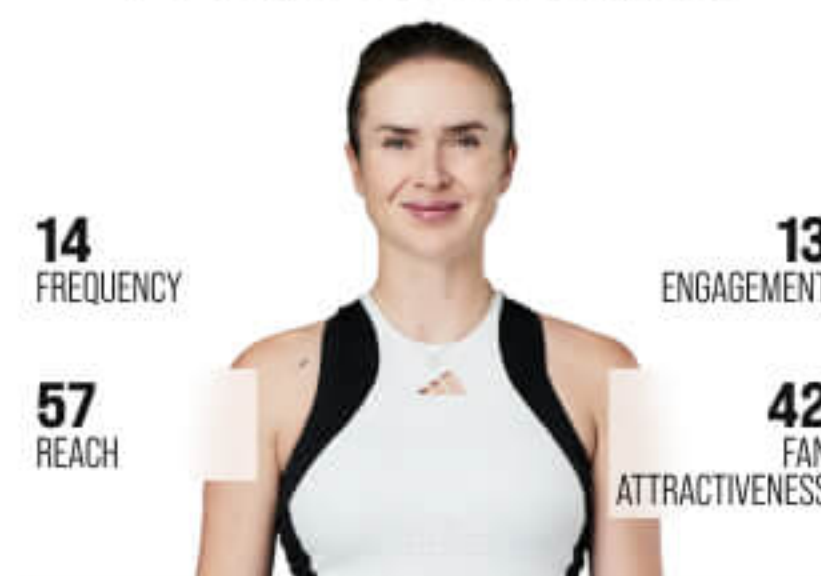
**8** **127**  
ATHLETE INFLUENCER SCORE

## CAROLINE GARCIA



**9** **125**  
ATHLETE INFLUENCER SCORE

## ELINA SVITOLINA



**10** **125**  
ATHLETE INFLUENCER SCORE

# MUSIC MEN'S MARKETABILITY INDEX

## ARTHUR FILS



**1** **152**  
ATHLETE INFLUENCER SCORE

## NICOLAS JARRY



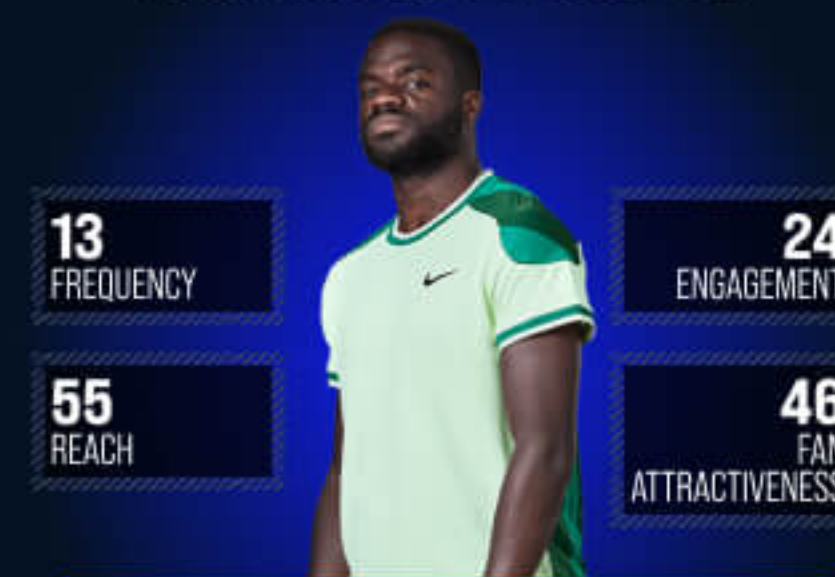
**2** **141**  
ATHLETE INFLUENCER SCORE

## TOMMY PAUL



**3** **140**  
ATHLETE INFLUENCER SCORE

## FRANCES TIAFOE



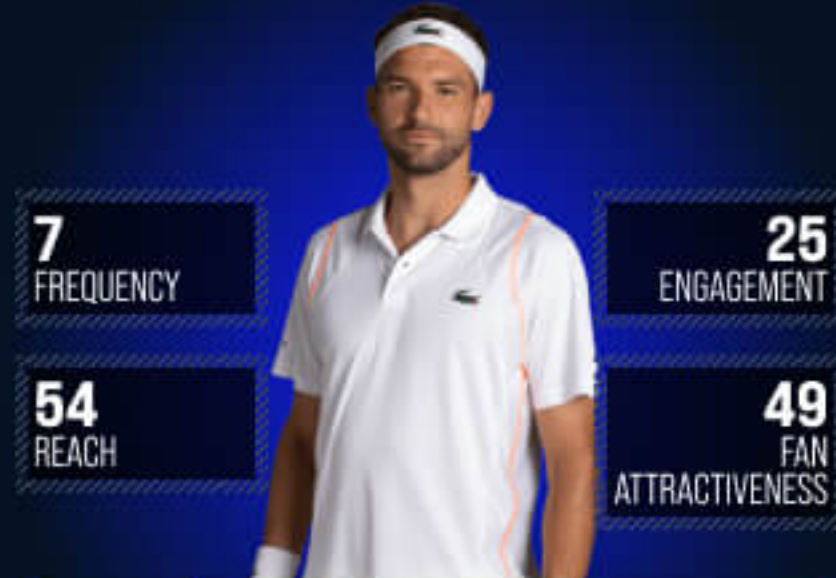
**4** **137**  
ATHLETE INFLUENCER SCORE

## JAMIE MURRAY



**5** **135**  
ATHLETE INFLUENCER SCORE

## GRIGOR DIMITROV



**6** **135**  
ATHLETE INFLUENCER SCORE

## NICK KYRGIOS



**7** **134**  
ATHLETE INFLUENCER SCORE

## THANASI KOKKINAKIS



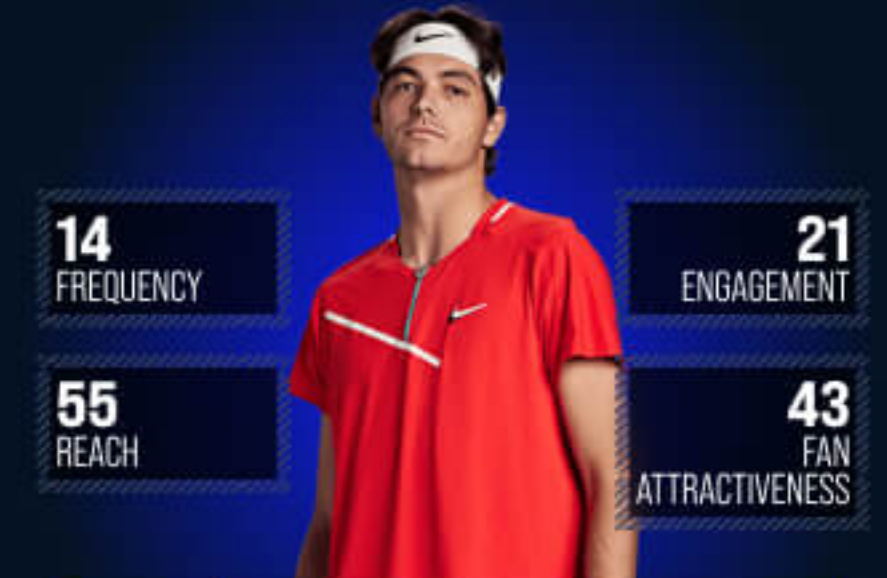
**8** **134**  
ATHLETE INFLUENCER SCORE

## FABIO FOGNINI



**9** **134**  
ATHLETE INFLUENCER SCORE

## TAYLOR FRITZ



**10** **131**  
ATHLETE INFLUENCER SCORE

# GAMING WOMEN'S MARKETABILITY INDEX

## ARYNA SABALENKA



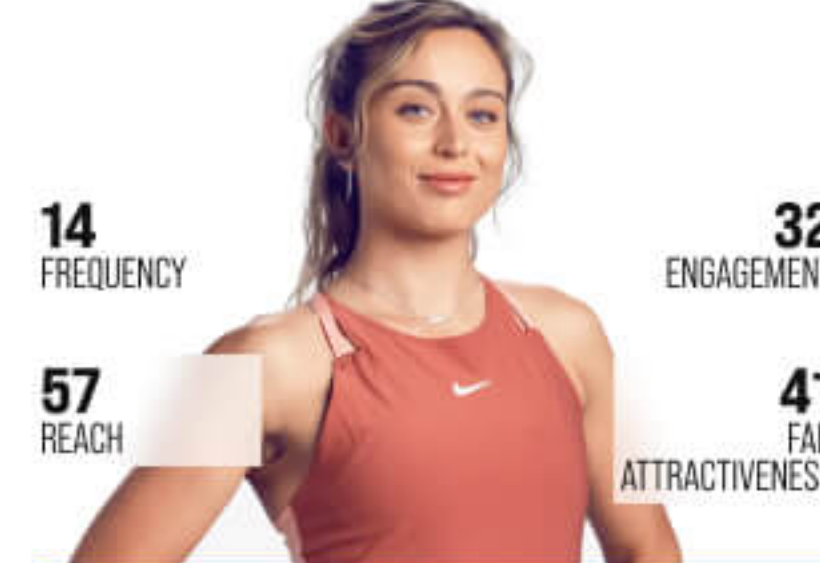
**1** **152**  
ATHLETE INFLUENCER SCORE

## MARTA KOSTYUK



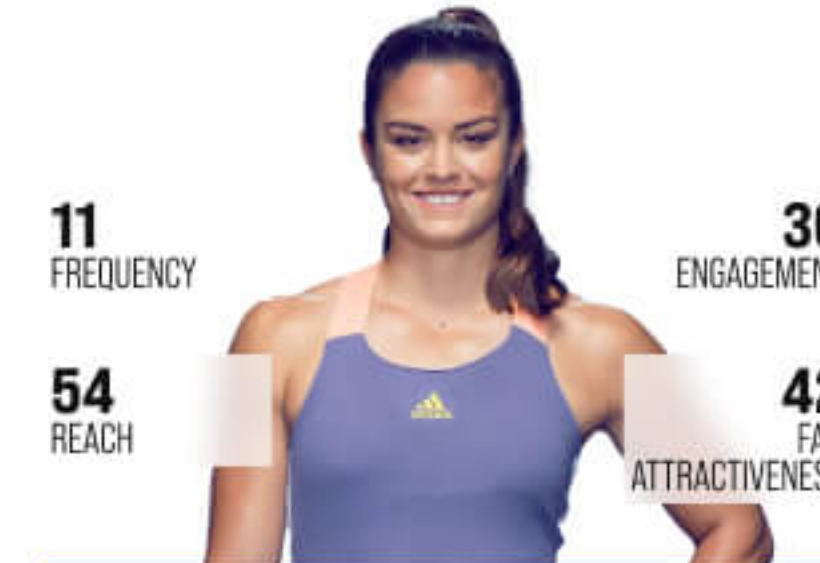
**2** **144**  
ATHLETE INFLUENCER SCORE

## PAULA BADOSA



**3** **143**  
ATHLETE INFLUENCER SCORE

## MARIA SAKKARI



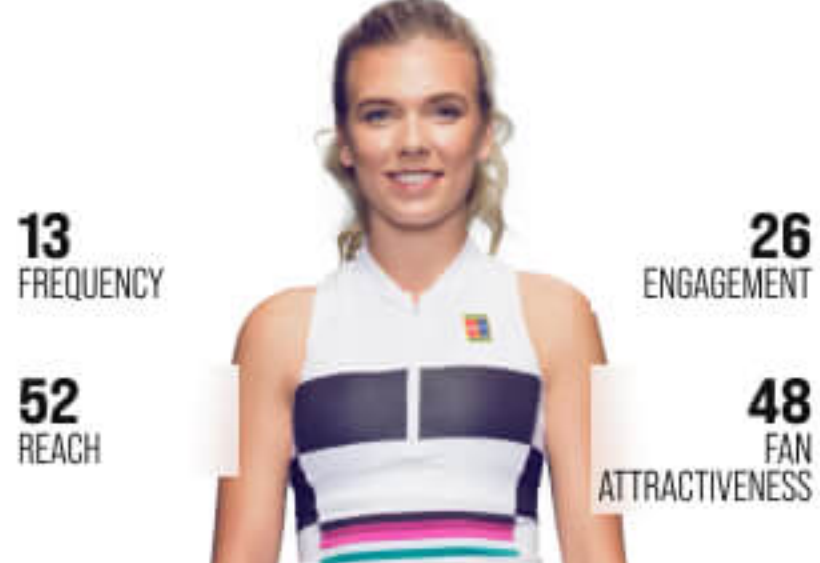
**4** **142**  
ATHLETE INFLUENCER SCORE

## CAMILA OSORIO



**5** **140**  
ATHLETE INFLUENCER SCORE

## KATIE BOULTER



**6** **138**  
ATHLETE INFLUENCER SCORE

## NAOMI OSAKA



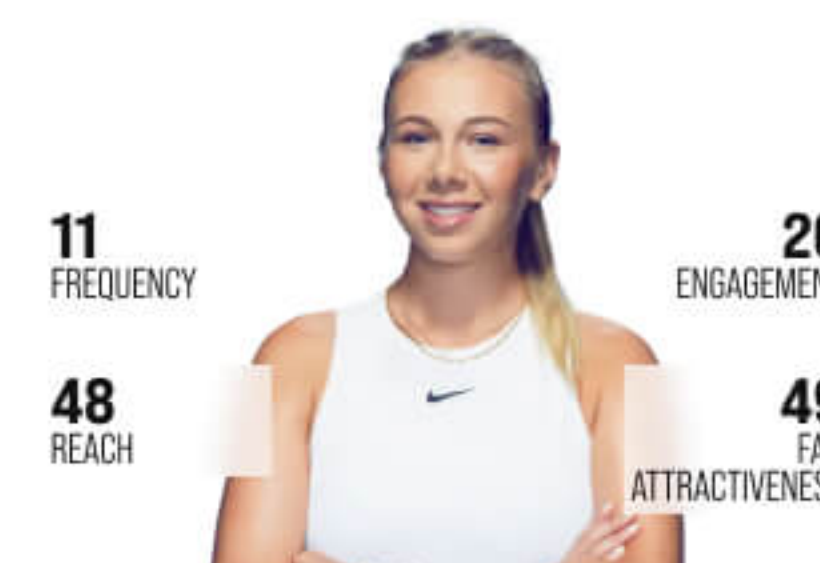
**7** **133**  
ATHLETE INFLUENCER SCORE

## COCO GAUFF



**8** **130**  
ATHLETE INFLUENCER SCORE

## AMANDA ANISIMOVA



**9** **129**  
ATHLETE INFLUENCER SCORE

## ELENA RYBAKINA



**10** **127**  
ATHLETE INFLUENCER SCORE

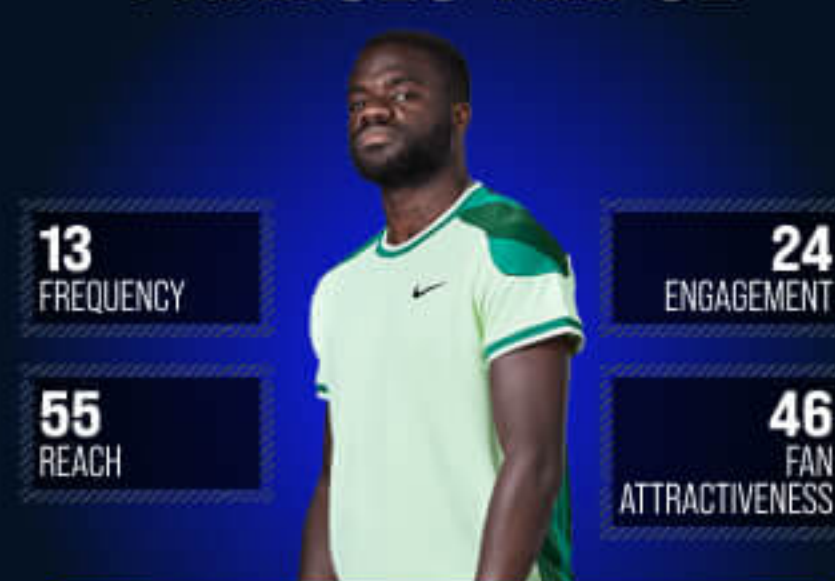
# GAMING MEN'S MARKETABILITY INDEX

## FRANCISCO CERUNDOLO



**1** **148**  
ATHLETE INFLUENCER SCORE

## FRANCES TIAFOE



**2** **137**  
ATHLETE INFLUENCER SCORE

## SEBASTIAN KORDA



**3** **134**  
ATHLETE INFLUENCER SCORE

## CASPER RUUD



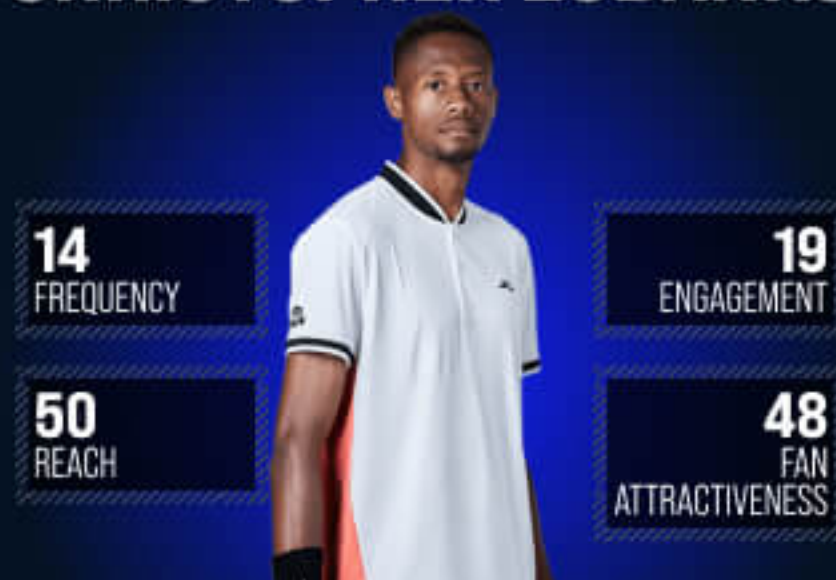
**4** **133**  
ATHLETE INFLUENCER SCORE

## JUAN PABLO VARILLAS



**5** **131**  
ATHLETE INFLUENCER SCORE

## CHRISTOPHER EUBANKS



**6** **131**  
ATHLETE INFLUENCER SCORE

## UGO HUMBERT



**7** **130**  
ATHLETE INFLUENCER SCORE

## LORENZO SONEGO



**8** **130**  
ATHLETE INFLUENCER SCORE

## FELIX AUGER-ALIASSIME



**9** **130**  
ATHLETE INFLUENCER SCORE

## STEFANOS TSITSIPAS



**10** **129**  
ATHLETE INFLUENCER SCORE

# HEALTHY LIVING WOMEN'S MARKETABILITY INDEX

## MARIA SAKKARI



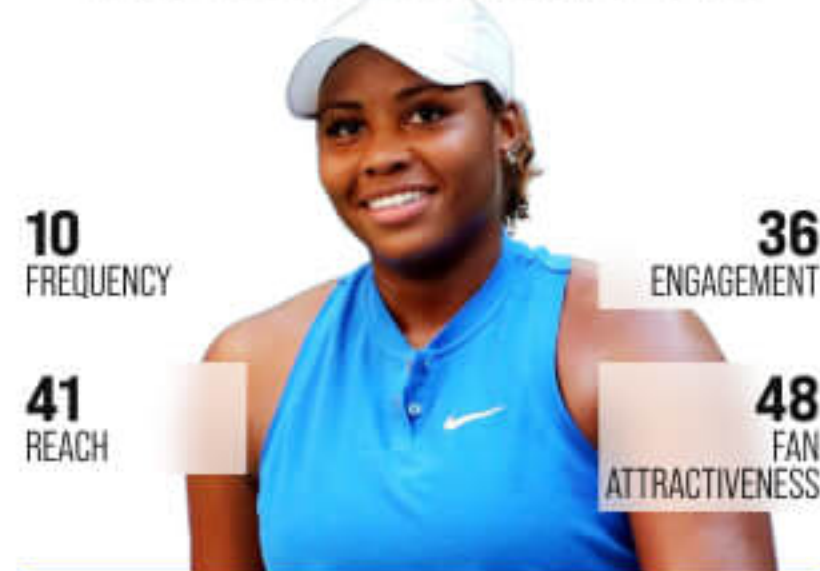
**1** **140**  
ATHLETE INFLUENCER SCORE

## PANNA UDVARDY



**2** **135**  
ATHLETE INFLUENCER SCORE

## TAYLOR TOWNSEND



**3** **135**  
ATHLETE INFLUENCER SCORE

## SORANA CIRSTEA



**4** **132**  
ATHLETE INFLUENCER SCORE

## NAOMI OSAKA



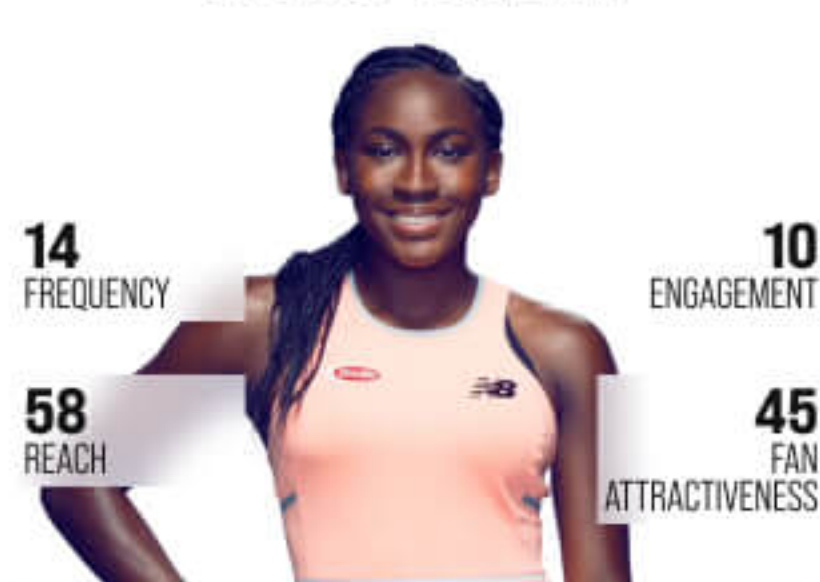
**5** **132**  
ATHLETE INFLUENCER SCORE

## VENUS WILLIAMS



**6** **131**  
ATHLETE INFLUENCER SCORE

## COCO GAUFF



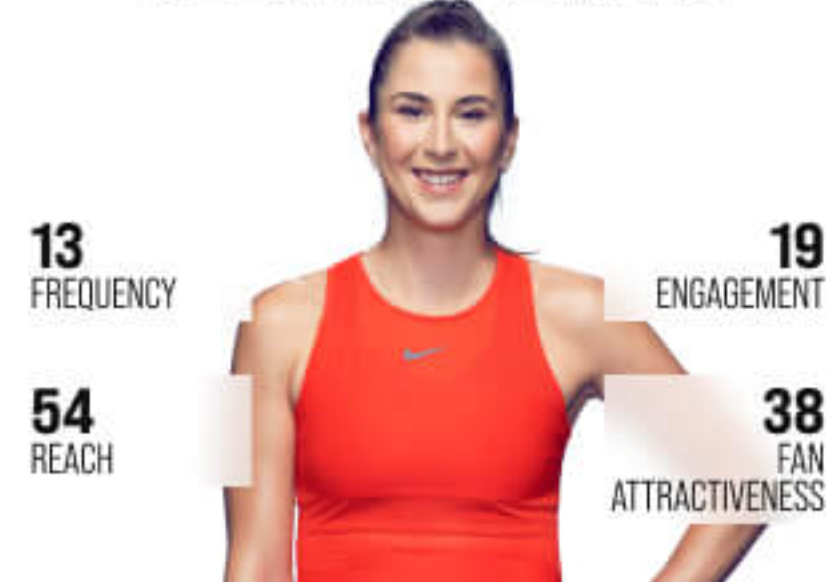
**7** **128**  
ATHLETE INFLUENCER SCORE

## ELENA RYBAKINA



**8** **124**  
ATHLETE INFLUENCER SCORE

## BELINDA BENCIC



**9** **124**  
ATHLETE INFLUENCER SCORE

## BIANCA ANDREESCU



**10** **123**  
ATHLETE INFLUENCER SCORE

# HEALTHY LIVING MEN'S MARKETABILITY INDEX

FRANCES TIAFOE



**1** **139**  
ATHLETE INFLUENCER SCORE

STEFANOS TSITSIPAS



**2** **134**  
ATHLETE INFLUENCER SCORE

JAMIE MURRAY



**3** **130**  
ATHLETE INFLUENCER SCORE

TAYLOR FRITZ



**4** **130**  
ATHLETE INFLUENCER SCORE

GRIGOR DIMITROV



**5** **127**  
ATHLETE INFLUENCER SCORE

FELIX AUGER-ALIASSIME



**6** **127**  
ATHLETE INFLUENCER SCORE

DENIS SHAPOVALOV



**7** **127**  
ATHLETE INFLUENCER SCORE

CHRISTOPHER EUBANKS



**8** **126**  
ATHLETE INFLUENCER SCORE

BEN SHELTON



**9** **126**  
ATHLETE INFLUENCER SCORE

THANASI KOKKINAKIS



**10** **125**  
ATHLETE INFLUENCER SCORE

# AUTOMOTIVE WOMEN'S MARKETABILITY INDEX

## ARYNA SABALENKA



**1** **150**  
ATHLETE INFLUENCER SCORE

## MARKETA VONDROUSOVA



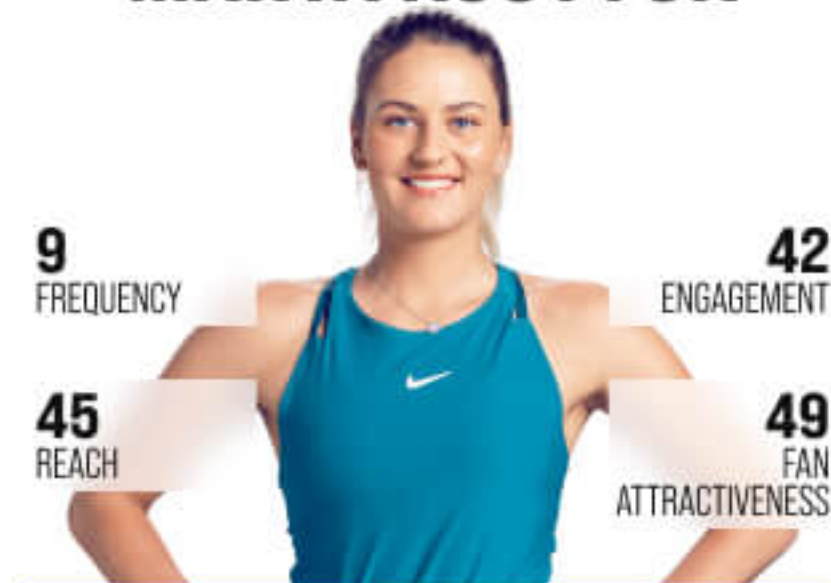
**2** **149**  
ATHLETE INFLUENCER SCORE

## BEATRIZ HADDAD MAIA



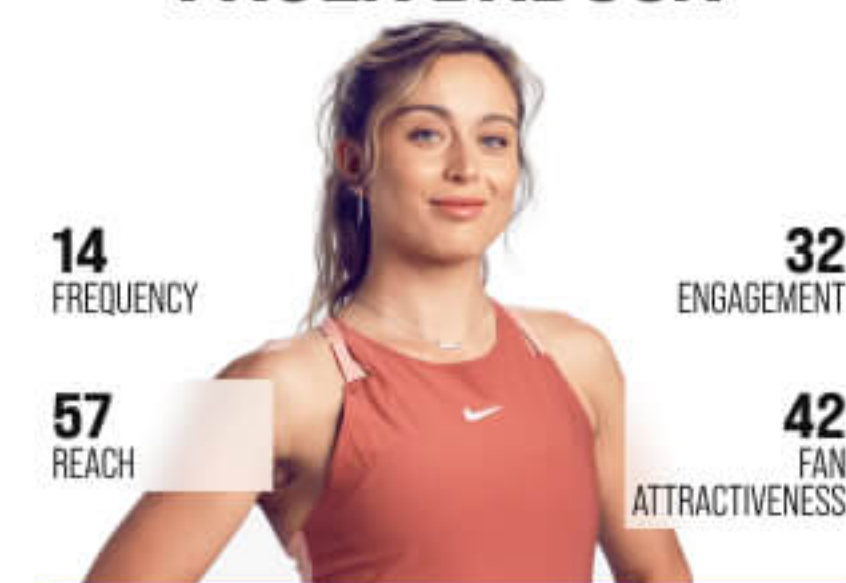
**3** **148**  
ATHLETE INFLUENCER SCORE

## MARTA KOSTYUK



**4** **144**  
ATHLETE INFLUENCER SCORE

## PAULA BADOSA



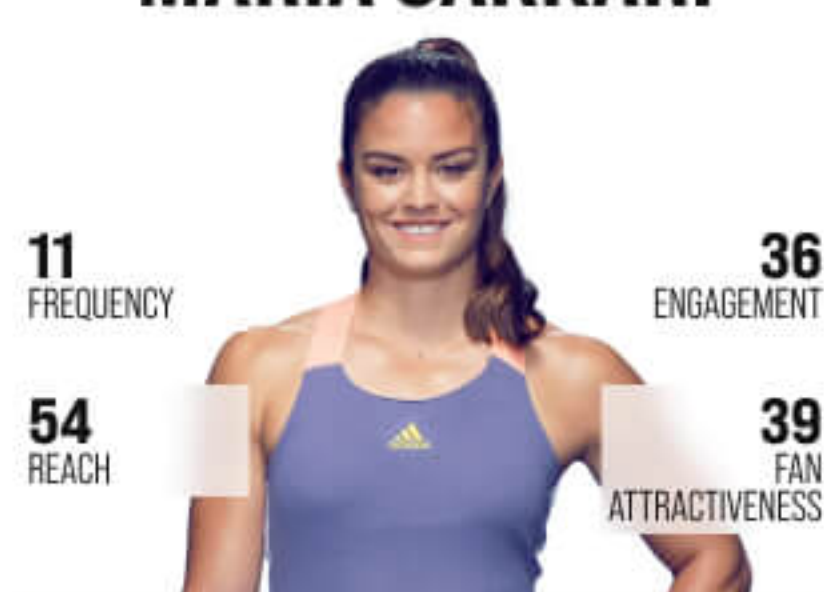
**5** **144**  
ATHLETE INFLUENCER SCORE

## CAMILA GIORGI



**6** **139**  
ATHLETE INFLUENCER SCORE

## MARIA SAKKARI



**7** **139**  
ATHLETE INFLUENCER SCORE

## KATIE BOULTER



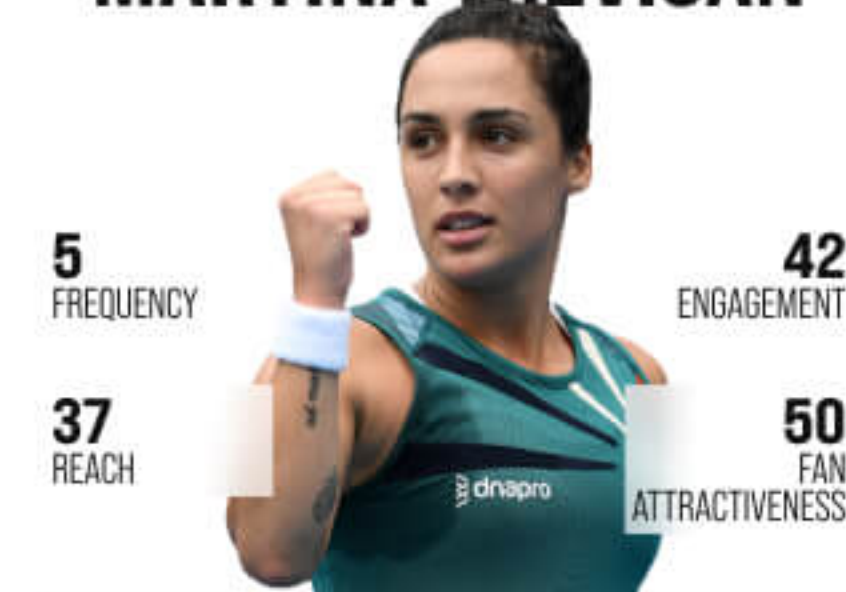
**8** **134**  
ATHLETE INFLUENCER SCORE

## SORANA CIRSTEANU



**9** **134**  
ATHLETE INFLUENCER SCORE

## MARTINA TREVISAN



**10** **134**  
ATHLETE INFLUENCER SCORE

# AUTOMOTIVE MEN'S MARKETABILITY INDEX

JANNIK SINNER



**1** **151**  
ATHLETE INFLUENCER SCORE

EMIL RUUSUVUORI



**2** **142**  
ATHLETE INFLUENCER SCORE

ALEXANDER ZVEREV



**3** **140**  
ATHLETE INFLUENCER SCORE

ARTHUR FILS



**4** **139**  
ATHLETE INFLUENCER SCORE

FABIO FOGNINI



**5** **138**  
ATHLETE INFLUENCER SCORE

LORENZO SONEGO



**6** **136**  
ATHLETE INFLUENCER SCORE

CARLOS ALCARAZ



**7** **135**  
ATHLETE INFLUENCER SCORE

KAREN KHACHANOV



**8** **132**  
ATHLETE INFLUENCER SCORE

ANDREY RUBLEV



**9** **131**  
ATHLETE INFLUENCER SCORE

DANIIL MEDVEDEV



**10** **130**  
ATHLETE INFLUENCER SCORE



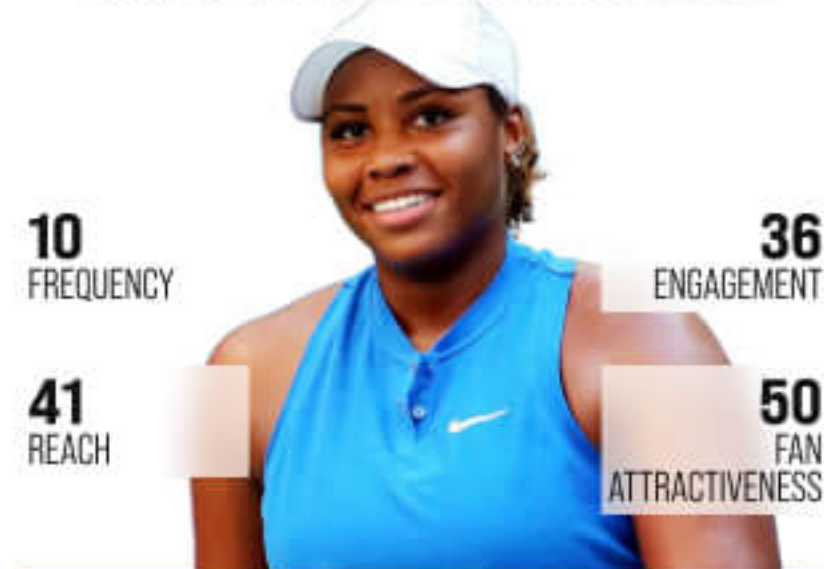
# FOOD WOMEN'S MARKETABILITY INDEX

## MARIA SAKKARI



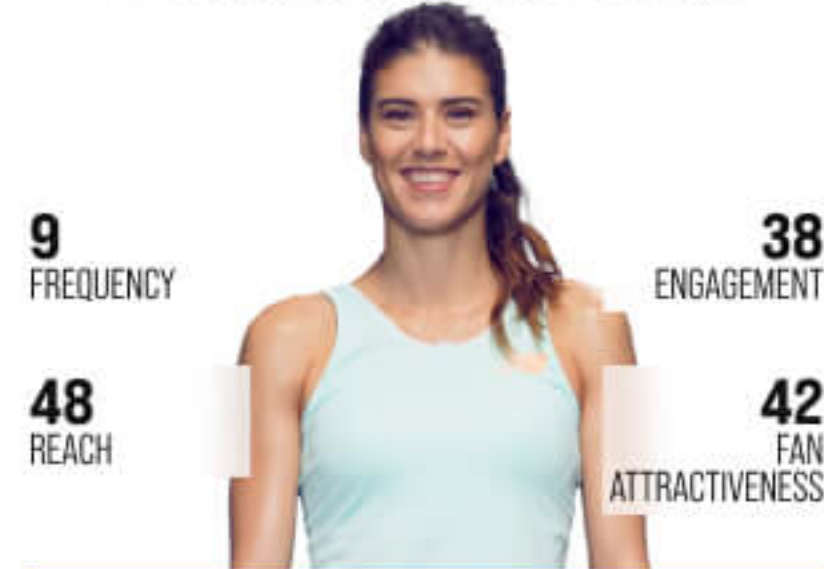
**1** **137**  
ATHLETE INFLUENCER SCORE

## TAYLOR TOWNSEND



**2** **137**  
ATHLETE INFLUENCER SCORE

## SORANA CIRSTEA



**3** **136**  
ATHLETE INFLUENCER SCORE

## VENUS WILLIAMS



**4** **131**  
ATHLETE INFLUENCER SCORE

## NAOMI OSAKA



**5** **131**  
ATHLETE INFLUENCER SCORE

## AJLA TOMLJANOVIC



**6** **130**  
ATHLETE INFLUENCER SCORE

## CAMILA GIORGI



**7** **130**  
ATHLETE INFLUENCER SCORE

## MARTINA TREVISAN



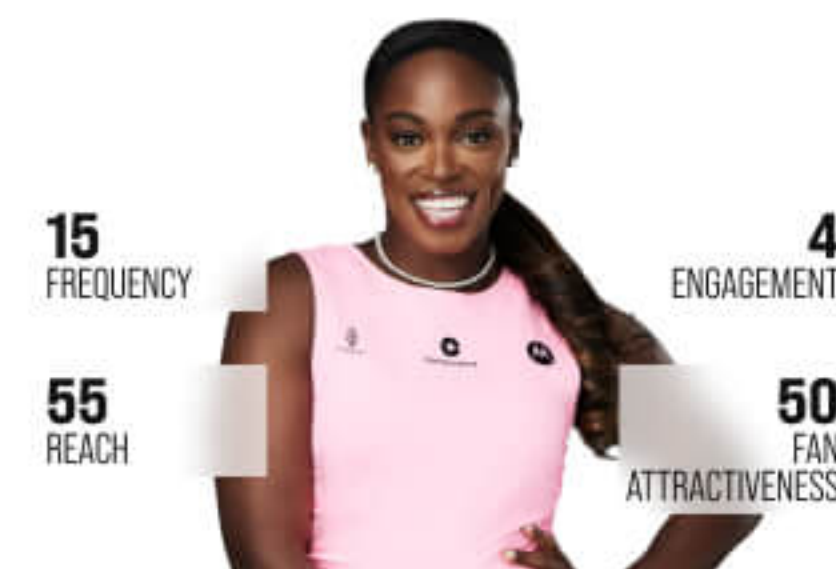
**8** **128**  
ATHLETE INFLUENCER SCORE

## DONNA VEKIC



**9** **124**  
ATHLETE INFLUENCER SCORE

## SLOANE STEPHENS



**10** **123**  
ATHLETE INFLUENCER SCORE

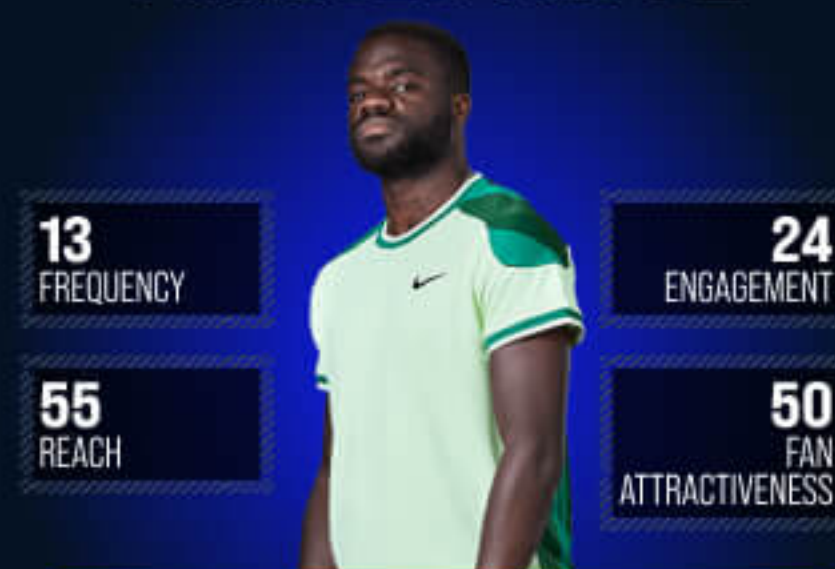
# FOOD MEN'S MARKETABILITY INDEX

## TOMMY PAUL



**1** **143**  
ATHLETE INFLUENCER SCORE

## FRANCES TIAFOE



**2** **141**  
ATHLETE INFLUENCER SCORE

## TAYLOR FRITZ



**3** **134**  
ATHLETE INFLUENCER SCORE

## JAMIE MURRAY



**4** **134**  
ATHLETE INFLUENCER SCORE

## FABIO FOGNINI



**5** **132**  
ATHLETE INFLUENCER SCORE

## FELIX AUGER-ALIASSIME



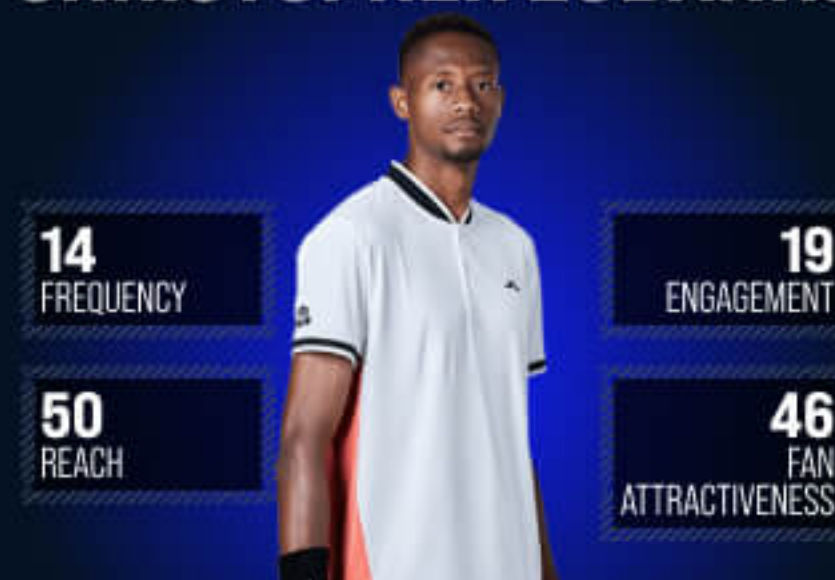
**6** **131**  
ATHLETE INFLUENCER SCORE

## GRIGOR DIMITROV



**7** **129**  
ATHLETE INFLUENCER SCORE

## CHRISTOPHER EUBANKS



**8** **129**  
ATHLETE INFLUENCER SCORE

## DENIS SHAPOVALOV



**9** **129**  
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## NICK KYRGIOS



**10** **128**  
ATHLETE INFLUENCER SCORE

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