

Case Study of ILT20

34
MATCHES

11 JAN - 9 FEB
2025

Venues
ILT20 2025

Sharjah

✓
Dubai

✓
Abu Dhabi



406

TOTAL
POSTS

62.2M

TOTAL
VIEWS

3.4M

TOTAL
INTERACTION



Articles written in
ILT20 category

150

Page
Views

201K

on ILT20 category

Page
Views

11M

Overall on our Website



Instagram
Reels

275

Reels without collaboration



249M+

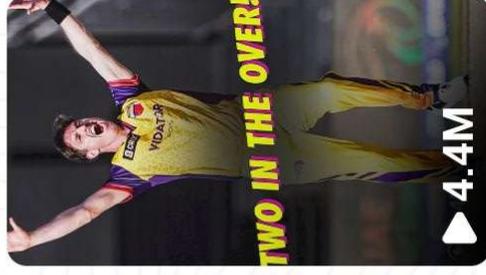
VIEWS

Reels with collaboration

43%

Increase in
ILT20
Instagram
followers

ILT20 Instagram handle's reach without CricTracker's collaboration



ILT20 Instagram handle's reach with CricTracker's collaboration

Special Reels by CricTracker

