

CASE STUDY

WINNING BEYOND THE TRACK

The Opportunity:

RTR Vehicles Motorsports has established itself as one of the most successful social media marketing platforms teams in Formula Drift and Off-Road racing, sustaining enduring promotional partnerships spanning more than a decade with global brands such as Ford, Pennzoil, and Monster Energy. Despite competing in racing series with significantly smaller TV and live audiences than the leading North American motorsport properties, Two Circles has helped RTR grow and cultivate one of motorsport's most valuable digital ecosystems through a young, highly engaged fanbase.

Traditional social reporting measured engagement but failed to capture brand exposure and messaging across RTR's assets representing the lion's share of partner value. RTR needed a credible third-party to measure and evaluate return on investment. Two Circles' Hookit platform combines computer vision, visual branding, text promotion and engagement analytics, providing a complete view of sponsorship performance. Using these real-time insights, RTR refined its content strategy to maximize value for partners while continuing to grow its audience.

"We don't simply want to measure and log performance; we desire to understand what content creates the greatest value for our partners while continuing to engage fans. Two Circles gives us the data to identify trends and to make smarter commercial decisions with confidence."

— Clayton Triggs, Commercial Director, RTR Vehicles Motorsports

With Two Circles help, RTR achieved the following annual increases:

+139M

Video views

+\$720K

Adjusted Ad Value

+15%

Followers

with only a +3% posting volume

*RTR owned channels only - annual date ending July 2026



Two Circles Hookit data challenged conventional assumptions and transformed RTR's content strategy:



Platform Performance

Platform benchmarking challenged conventional assumptions. While Instagram generated more than twice the engagement of Facebook, Facebook delivered more than four times the Adjusted Advertising Value (AAV) for some of its audience, demonstrating that engagement alone is not an accurate measure of commercial impact and informing a more effective platform strategy.



Partnership Intelligence

Using computer vision alongside engagement analytics, Hookit measured visual branding, text promotion and incidental brand exposure in near real time. This gave RTR a complete view of partnership performance and helped identify where sponsorship visibility and content quality worked together to create the greatest commercial value.



Content Optimization

Two Circles identified repeatable creative approaches, content formats and publishing strategies that consistently generated stronger commercial returns while continuing to accelerate audience growth. These insights enabled RTR to build a repeatable, data-driven content strategy rather than relying on assumptions.



Results in Action

Applying these insights enabled RTR to produce multiple posts exceeding 5 million video views while increasing partner value and accelerating audience growth. Real-time performance insights helped the team maximize commercial impact across every campaign.





Business Impact:

Before partnering with Two Circles, RTR had limited visibility into how platform performance, visual branding and partner integration combined to create commercial value on a post-by-post basis. Using KORE's Hookit sponsorship intelligence platform, RTR moved beyond measuring engagement to optimizing commercial performance.

By combining platform benchmarking, partnership intelligence and content optimization, the team developed a repeatable, data-driven content strategy that helped optimize partner visibility, content formats and publishing strategy based on real-time performance insights. These insights contributed to increased partner value, helping improve adjusted advertising value delivered to RTR's partners by more than \$720,000, while also driving an additional 139 million video views during the year ending July 2026. Today, RTR provides its partners with customized benchmarking, measurable campaign reporting and digital strategy insights. The value has been so significant that partners including Ford, Pennzoil and Optima now use Two Circles to benchmark performance across their broader sponsorship portfolios.

Why It Matters

Many teams evaluate partnership value only after a campaign or season has ended. RTR instead uses ongoing, real-time measurement to continuously refine its content strategy throughout the year.

Partnership value isn't created after content is published, it's shaped by the decisions made before a post goes live and refined through continuous optimization.

By understanding how audiences engage, which platforms generate the greatest commercial impact, and how partner messaging can be integrated more effectively, organizations can transform social content from a marketing channel into a measurable commercial asset.



WINNING BEYOND THE TRACK RTR VEHICLES MOTORSPORTS

Get in touch to explore how data-driven commercial strategy can help you maximize the value of your partnerships. Contact hello@twocircles.com

