WhoScored.com and Adidas use real world stats to help you find the perfect boot!

Wednesday 11 April, 2018

Leading football statistics website WhoScored.com has teamed up with Adidas on a project which combines WhoScored.com's unique football data with the real world performance of Adidas boots and the football players wearing them.

In a world first, the project has created a number of data driven tables, which rank well-known players who wear Adidas boots, such as Lionel Messi, according to numerous characteristics and the football boots they wear.

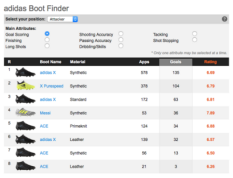
Araz Heydariyehzadeh, WhoScored.com's Commercial Director said "We wanted discover if a particular kind of football boot was statistically better for certain skills, and then use this data to make engaging content as well as helping users with their purchase decisions in an statistically driven way"

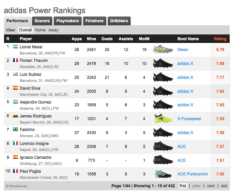
"We're delighted to have Adidas as a partner in this endeavour, together we have created something that appeals to both of our audiences and provides a now look at football boots"

Along side graphical and social media content, the partnership has so far created a selection of ranking tables, as well as a Boot Finder tool, which allows users to generate boot recommendations, based on their position and desired attributes. These can be accessed via a dedicated "Adidas Power Rankings" section on the WhoScored.com website as well as other integration points across the site. There are currently plans to expand functionality and platforms.

Cristiano Acconci, WhoScored.com's Co-Founder and CEO said "We like being creative when sponsoring our premium partners and this deal shows the depth that WhoScored.com has in connecting our users with quality brands like Adidas."

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