



*Ida Letterström*

# SOCIAL MEDIA STATS

SEPTEMBER



# SOCIAL MEDIA SEPTEMBER

TOTAL SOCIAL FOLLOWERS: 365K+



\*Tap icons to view\*



## FACEBOOK & INSTAGRAM

ACCOUNTS REACH LAST 28 DAYS: 4M  
VIEWS LAST 28 DAYS: 9.4M  
INTERACTIONS LAST 28 DAYS: 268K  
0% from ads

## TIKTOK

VIEWS LAST 28 DAYS: 1.4M  
INTERACTIONS LAST 28 DAYS: 55K  
0% from ads

## AUDIENCE

### INSTAGRAM

AGE:  
22.9% - 25-34 Years  
22.5% - 35-44 Years  
21.0% - 45-54 Years  
16.3% - 55-64 Years  
89% Men - 11% Women



# 2024 MEDIA VALUE

JAN 1ST - DECEMBER 31ST 2024

## SOCIAL MEDIA VALUE

NEW FANS: 19K

INTERACTIONS: 755K

IMPRESSIONS: 20.1M

*9.4M - Sponsor promoted branded video views*

## MAV - SOCIAL MEDIA: 1M

*Provided by NHRA April 2025*

## MEDIA VALUE - NEWS & BROADCAST

**\$22.6 MILLION**

Earned Media Value (EMV) of "Ida Zetterström" Interactions

**\$18 MILLION**

EMV generated for sponsors Dodge & VP Racing

**3,500+**

articles, TV broadcasts, and press placements across NHRA & Europe

*Proven sponsor ROI*

*\*EMV for Broadcast & News only. Separate social media numbers  
SOURCE: Meltwater | Klear - Provided by Dodge.*



# 2025

## Other Media

### TV series

Ida is one of the stars in a new TV series highlighting NHRA's upcoming 75th anniversary. The TV series will debut spring 2026 and is currently being filmed during the 2025 NHRA season.

### NHRA representative

Ida has already represented NHRA at the latest *Business of Women's Sports conference* in NYC where she spoke on an on-stage panel as well as promote NHRA with on track press at events like NASCAR CUP Series and more. She will attend a number of events representing NHRA throughout the season.



### NHRA.TV

As a complement to Ida's 2025 part time schedule she was offered a position on the NHRA.TV broadcast team as an expert in the booth and a top end reporter, during the NHRA races she does not race herself.

### Dodge

As a Dodge ambassador Ida attends media opportunities with the Dodge brand such as on track autograph sessions, podcast recordings, youtube videos and other brand videos.

### Awards

After being awarded the 2024 National Dragster 'New Talent of the Year' award end of last season Ida was recently named one of this years 'Movers, Shakers & Deal Makers' for her hard work in the sport.

[Link here](#)