

Who led the Durban July field online?

By  Samantha Wright

5 Jul 2016

The Vodacom Durban July is, without a doubt, one of the red circled events on any of the local glitterati's calendars. South Africa flocks to Durban for a weekend of high fashion and horse racing.



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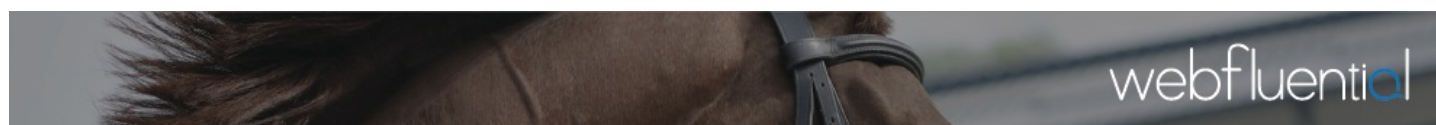
For years, bookies have handed out odds on the horses making up the field, but, with the rise of social media, those odds are not the only metrics to measure the potential (or lack thereof) of your chosen steed.

Webfluential has recently developed a new piece of technology that not only tracks the online conversation around handles, hashtags and popular phrases, but is also able to show you the most influential individuals in the conversation. These Track Only Reports give insight into who sent out the most tweets and who reached the biggest audience – amongst other things.

Using the new track only reports, which are currently free to use by all during the Beta Phase of launch, I tracked the conversation around the Durban July 2016. From horses and sponsors to celebs – I wanted to see what the online conversation focused on and who was able to nose ahead of the competition to cross the finish line first. It was rather interesting to note that the horse that created the biggest stir online didn't even race!

For access to the Durban July Webfluential Track Only Report [click here](#).

This infographic highlights the online winners of the Durban July:



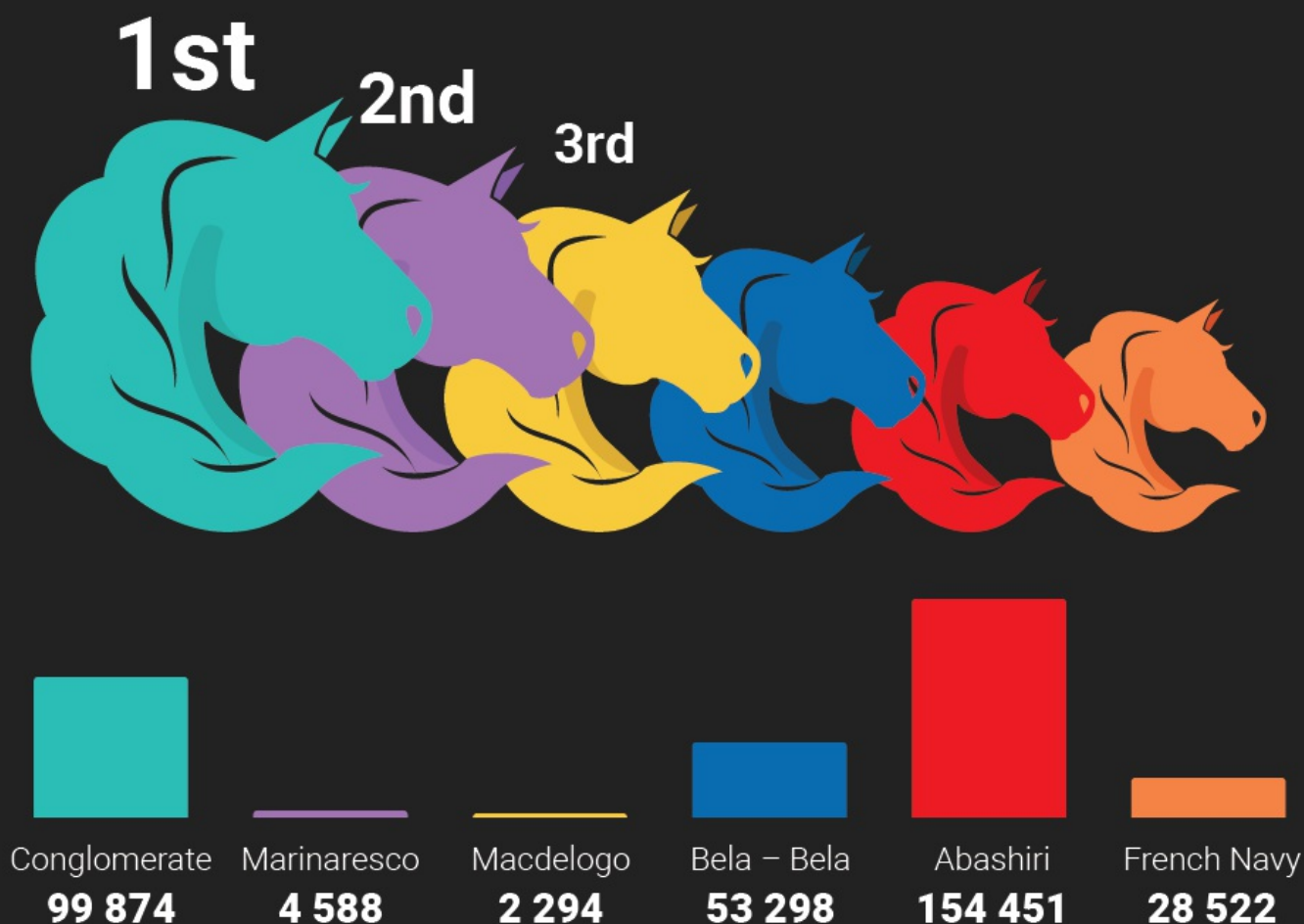
WHO REALLY WON THE DURBAN JULY?

By now you know which horse galloped to victory at this year's Vodacom Durban July. But who really won? Which horses were the most talked about online? Which celebrities' dazzling outfits got social media twittering? And which of the sponsors received the most airtime?

USING WEBFLUENTIAL'S TRACK-ONLY TOOL WE WERE ABLE TO FIND OUT:

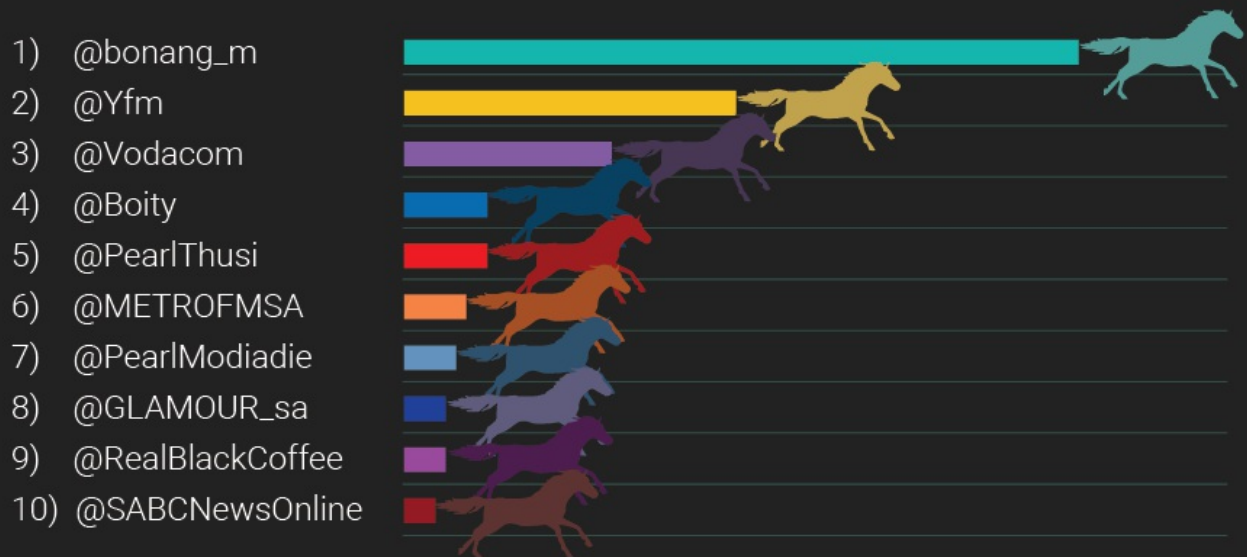
MOST TALKED ABOUT: HORSE

On the day, The Conglomerate took home Durban July honours... but which horses were within a nose of winning the Twitter conversation? Here's how many people potentially saw tweets mentioning each horse.



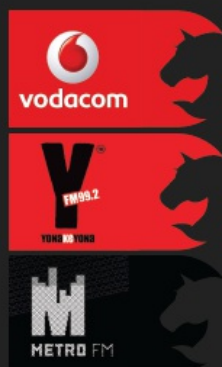
MOST TALKED ABOUT: FASHIONISTAS

Local celebrities flock to the races to indulge in the glitz and glam of the event.
Who were the most influential? Who contributed the most to the
online conversation?



MOST TALKED ABOUT: SPONSOR

The Durban July has marquees a'plenty to keep guests entertained. But which
marquee sponsor entertained their online audience? These 5 brands led the
race on Twitter – with close on **20 000** mentions between them:



@Vodacom

@Yfm

@METROFMSA



@GLAMOUR_sa

@JackDanielsSA

@HuaweiZA

Find out more at webfluentia.com

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ABOUT SAMANTHA WRIGHT

SamWright is a full-time content creator at techgirl.co.za - she is a gaming and technology blogger and YouTuber, as well as an Esports MC and broadcaster who went on to host some of South Africa's first million-rand competitions before heading overseas, where she has hosted at Gamescom (Europe's biggest gaming expo) and in China (for a \$850,000 tournament). She currently consults to brands on how to reach a switched-on generation...

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