

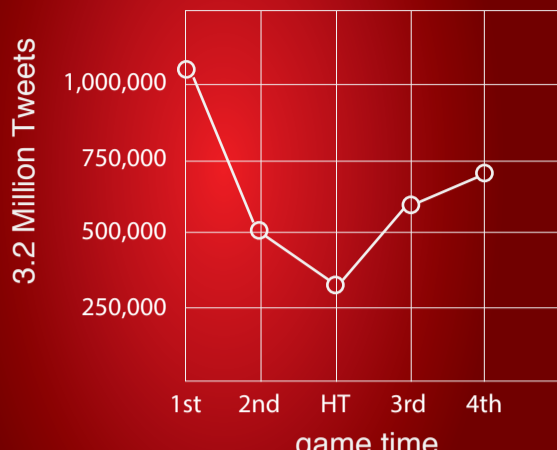
# SUPERBOWL LII AD ANALYTICS



## TOP BRANDS BY TWEET VOLUME



○ — Tweet Volume



## SUPERBOWL COMMERCIAL STATS AT-A-GLANCE

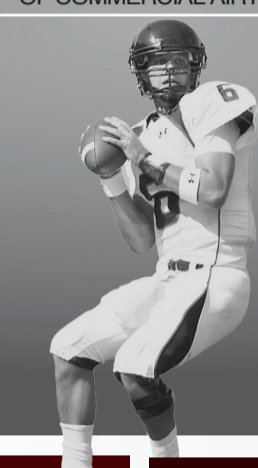
**113**  
COMMERCIALS

**\$5M**  
AVERAGE COST FOR 30 SECONDS  
OF COMMERCIAL AIRTIME

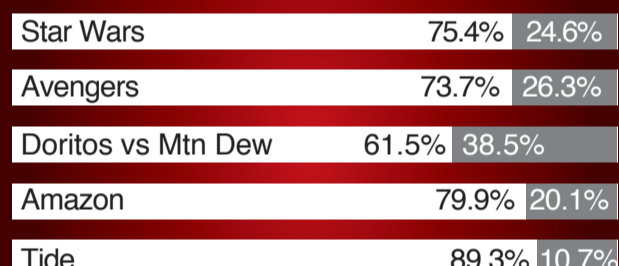
**28**  
COMMERCIALS  
BREAKS

**75**  
MINUTES  
OF TOTAL COMMERCIAL AIRTIME

TOTAL ESTIMATED  
**\$750M**  
AD DOLLARS SPENT

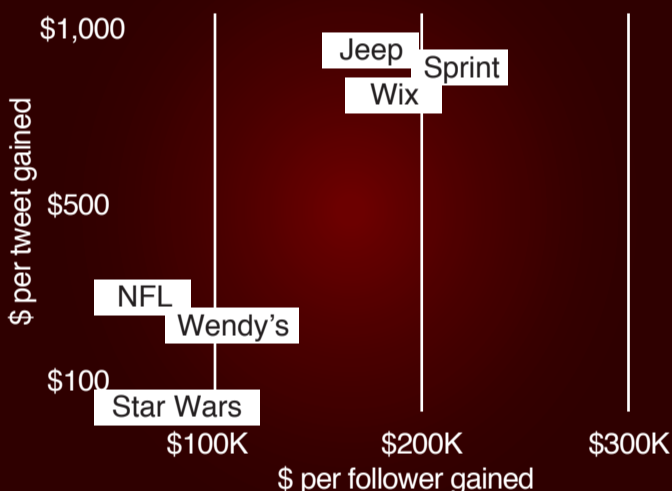


## Brand Sentiment Analysis

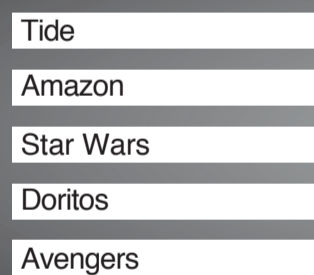


Positive Negative

## Cost of Customer Acquisition

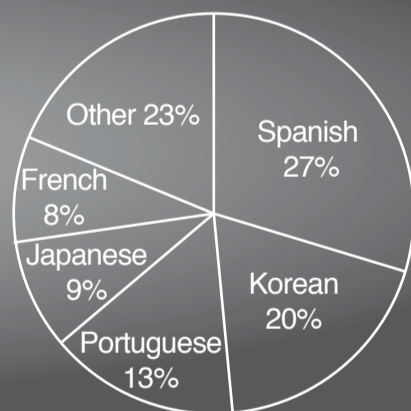


## TOP 5 BRANDS BY UNIQUE TWITTER USERS

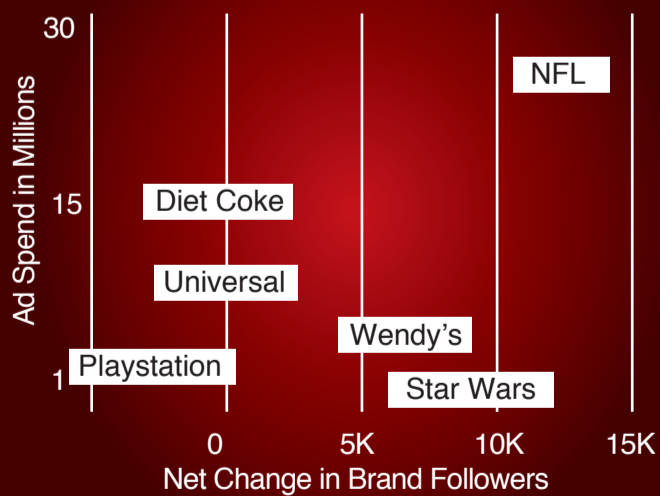


**3.5M**  
UNIQUE TWITTER USERS

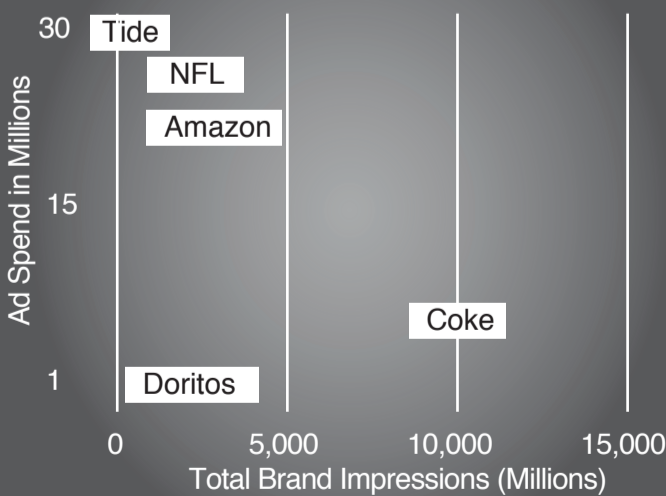
## INTERNATIONAL CONVERSATIONS



## Ad Spend vs. Net New Followers



## Ad Spend vs Total Influence



All metrics in this chart represent data collected through twitter streaming API. The data collected does not include 100% of tweets available through the twitter. \*3.5 Million commercial related tweets. Data and analysis by Eight Enders:

Nick Miller, Ben Herrera, Cody Johnson, Kris Clegg

