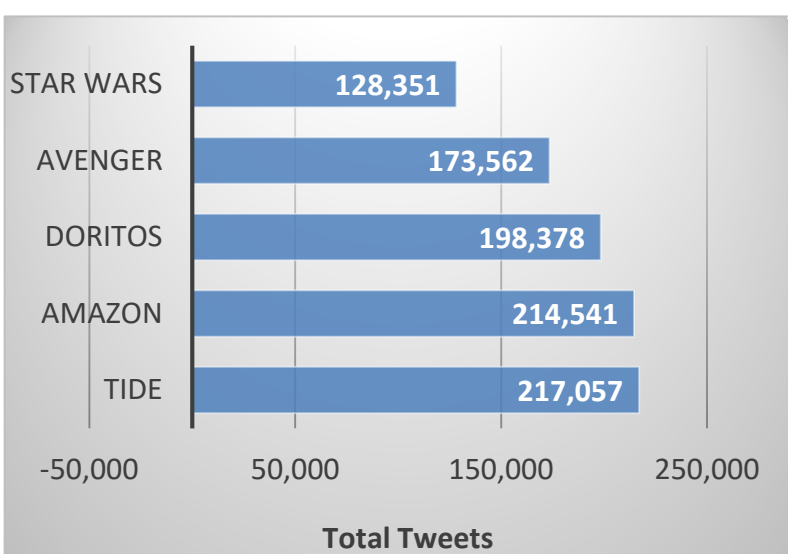


# EIGHT ENDERS

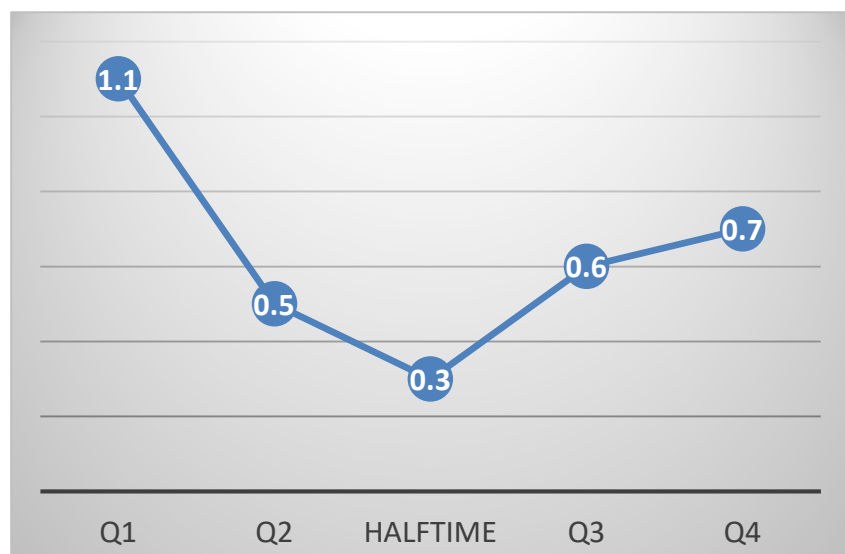


# SUPERBOWL LII: INFLUENCING THE WORLD

## Top Five Brands by Tweets



## Tweets per Period (millions)



## SUPERBOWL COMMERCIAL STATS AT-A-GLANCE

**113** COMMERCIALS

**\$5M**

AVERAGE COST FOR 30 SECONDS OF COMMERCIAL AIRTIME

**28** COMMERCIAL BREAKS



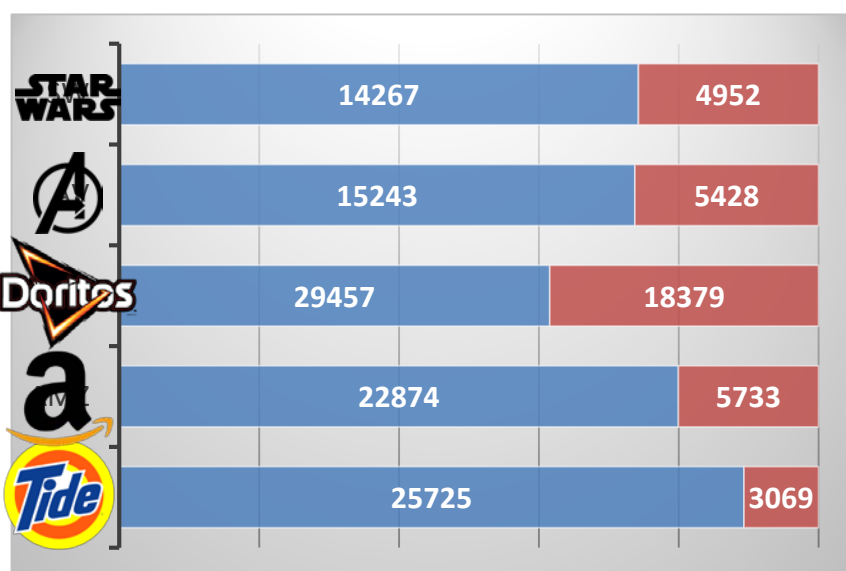
**75** MINUTES

OF TOTAL COMMERCIAL AIRTIME

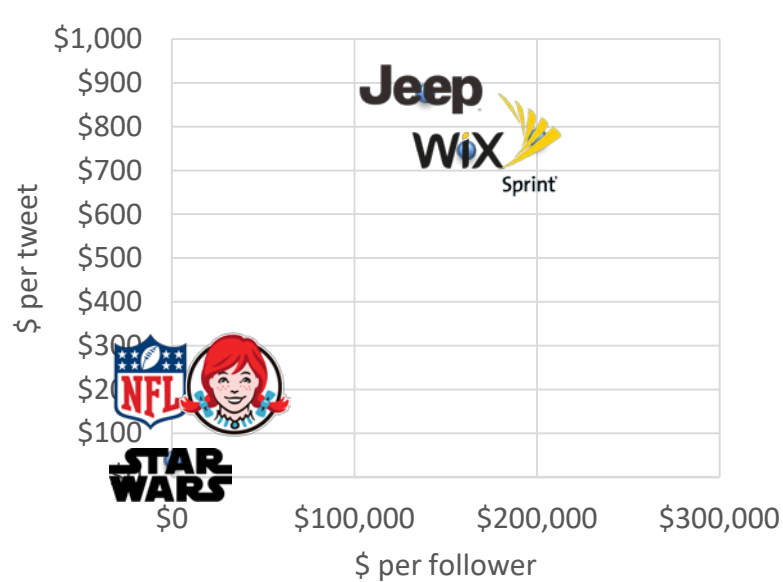
**\$750M**

TOTAL ESTIMATED AD DOLLARS SPENT

## Top Brand Sentiment



## ROI: Investment Ratio



## UNIQUE TWITTER USERS TWEETING

### Top 5 Brands UUs

**Tide**

**Amazon**

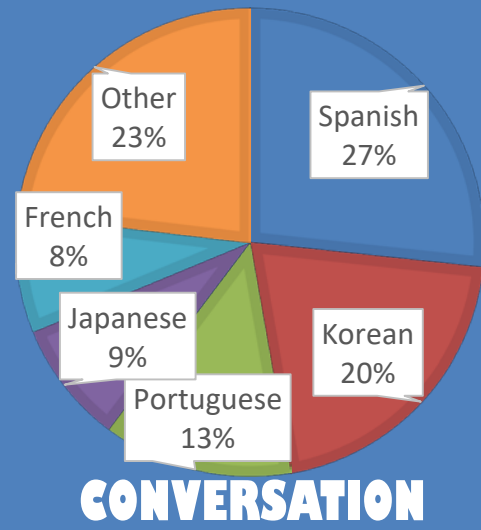
**Star Wars**

**Doritos**

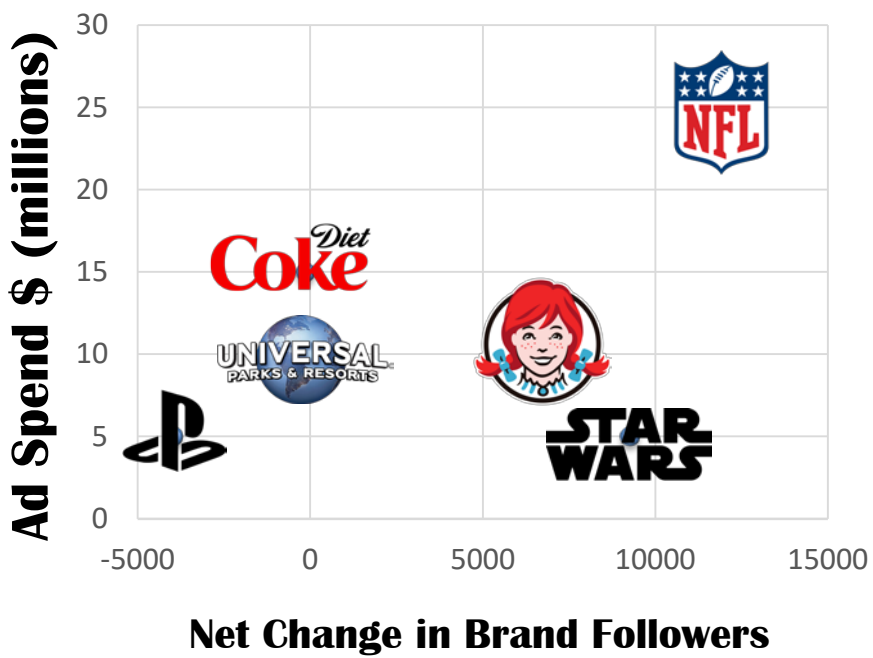
**Avengers**

**UNIQUE**  
**3.5M**  
**TWEETERS**

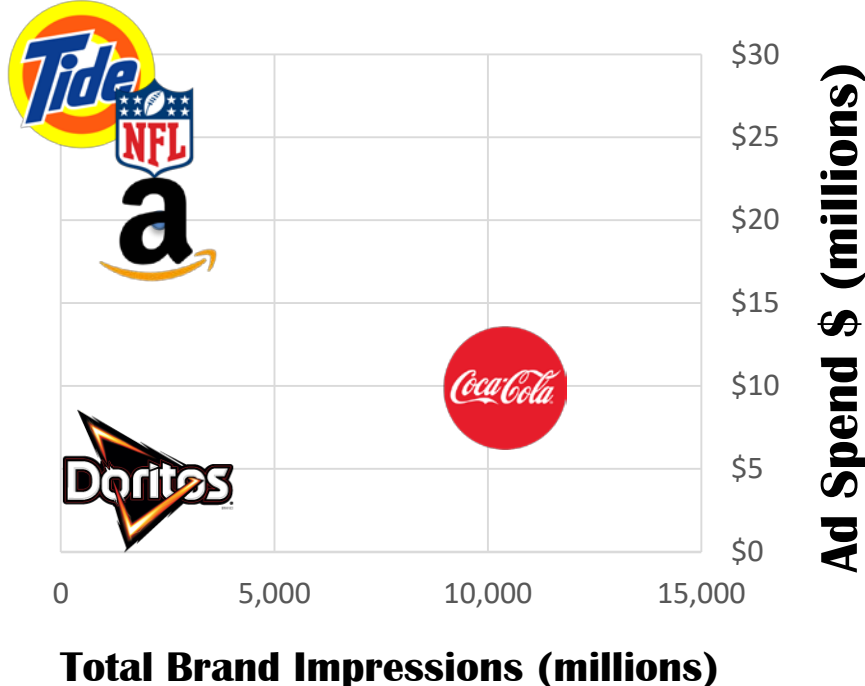
### INTERNATIONAL CONVERSATION



## ROI: Spend vs. Net New Followers



## ROI: Spend vs. Total Influence



## 2018 Game Day Ad Analytics Blitz

