

Are Super Bowl Ads The Way to Go?

Tweetilitics

TWITTER METRICS



RETWEETS
Increases Tweet Reach



LIKES
Predicts User Preferences



REPLIES
Increases Tweet Relevance

494,127
Tweets



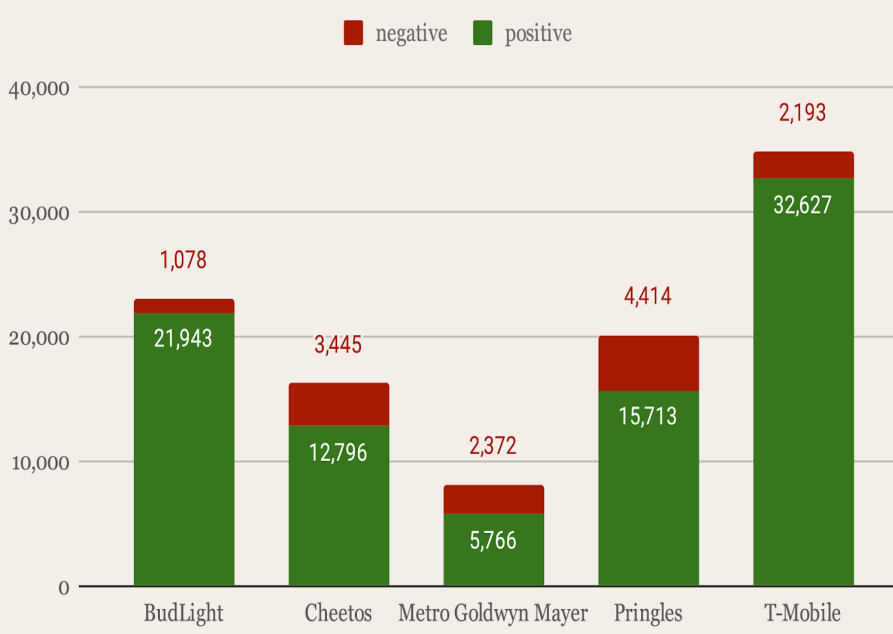
52
Brands

T-Mobile
Pringles
BudLight
MGM
Cheetos

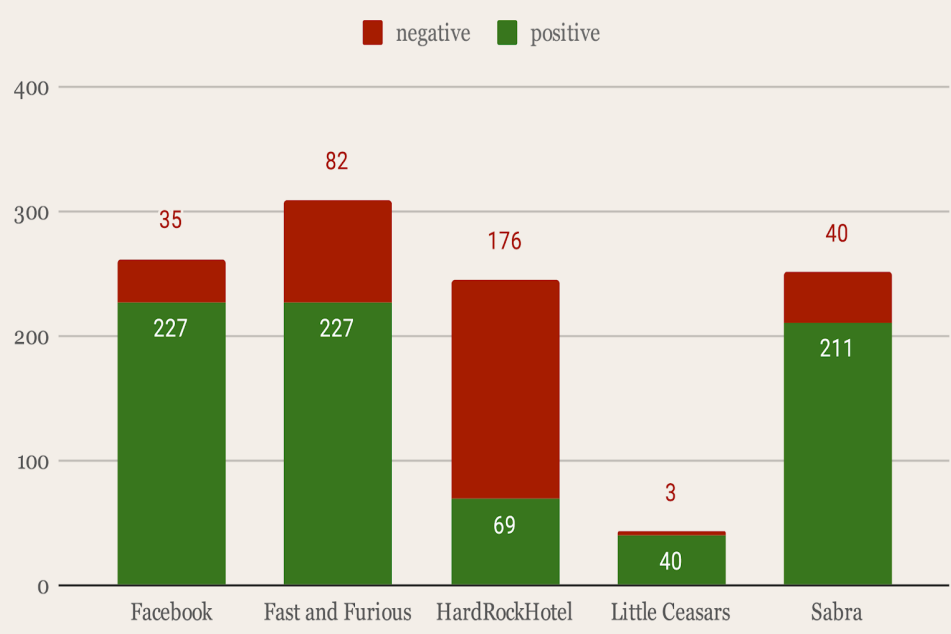
Facebook
Fast and Furious
HardRockHotel
Little Ceasars
Sabra

BEST 5 VS. WORST 5 (Based on Tweet Volume)

Top 5 Brands & Sentiments



Bottom 5 Brands & Sentiments

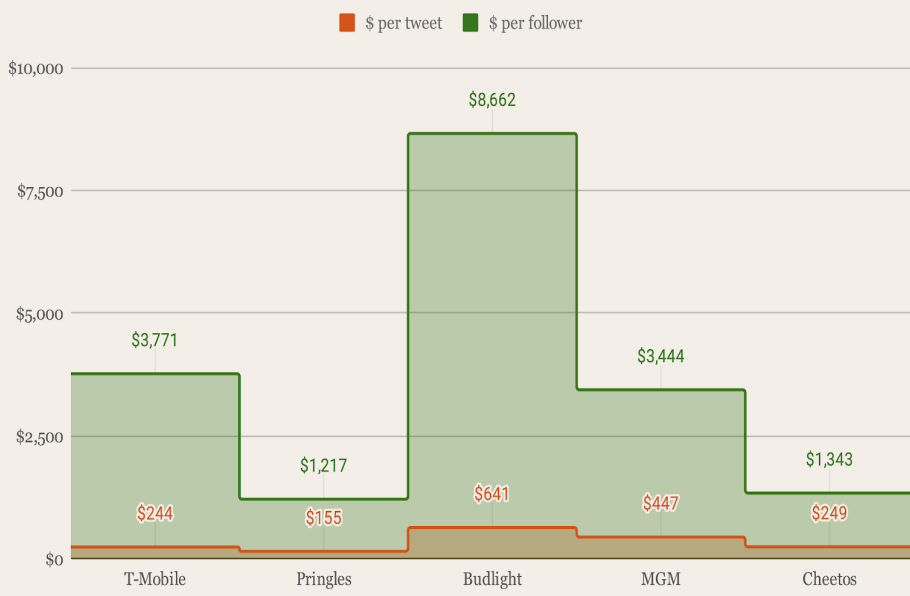


Worst Performers have less engagement with higher negative rates... 😞

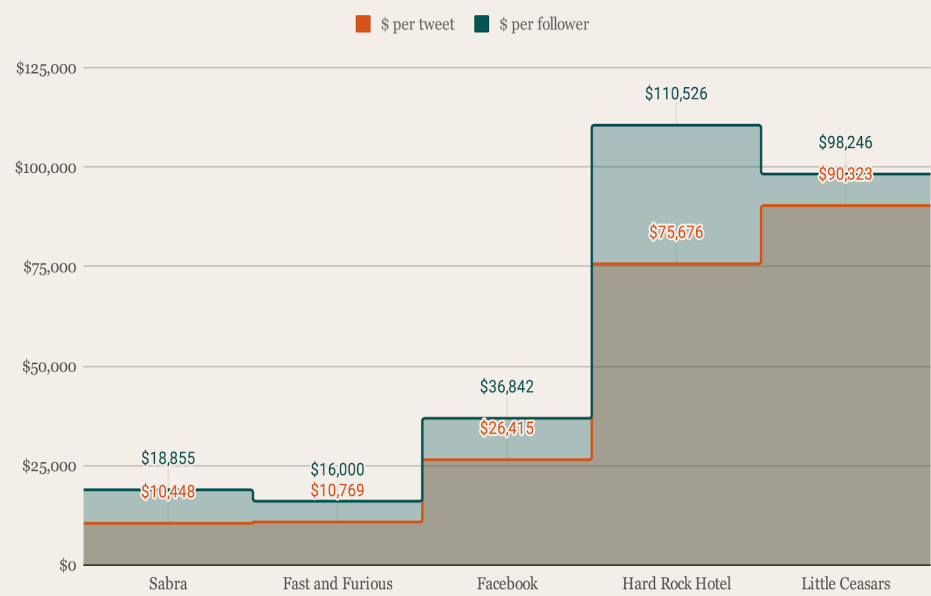
(Average Cost per Follower 📉)

\$3,700 VS. \$56,000

Top 5: Amount Spent per Tweet and Amount Spent per Follower



Bottom 5: Amount Spent per Tweet and Amount Spent per Follower



(Best performers have wider margins... aka higher ROI!)

Not if you're a small brand owner that doesn't consistently run ad campaigns.

2020 Game Day Analytics Challenge

