THE CLOUD 49ERS

2019 Game Day Ad Analytics Blitz

Engagements:
- Tweets
- Retweets
- Replies
- Favorites

Engagement by Cost

Sentiment
- Keyword
  - Examples:
    - 2 Fantastic
    - 1 Good
    - 0 Boring
    - -1 Bad
    - -2 Horrible

Raw Sentiment by Cost

Sentiment Score + Engagement

Sentimentality Valuation
- Weighted by Total Engagement

2 Fantastic
1 Good
0 Boring
-1 Bad
-2 Horrible