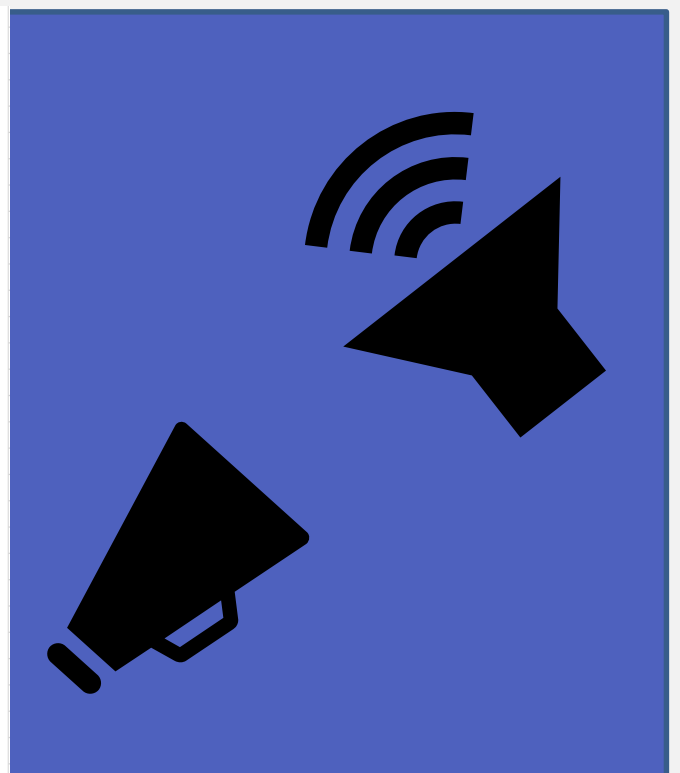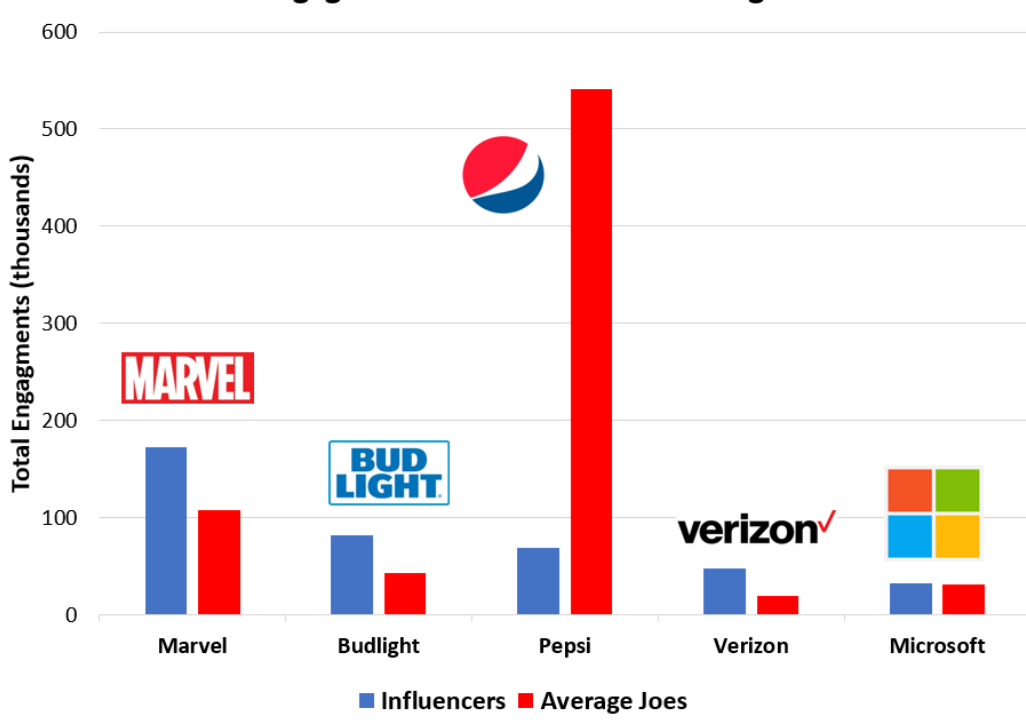# TWITTER ANAYLTICS: A VALUE BASED VISION
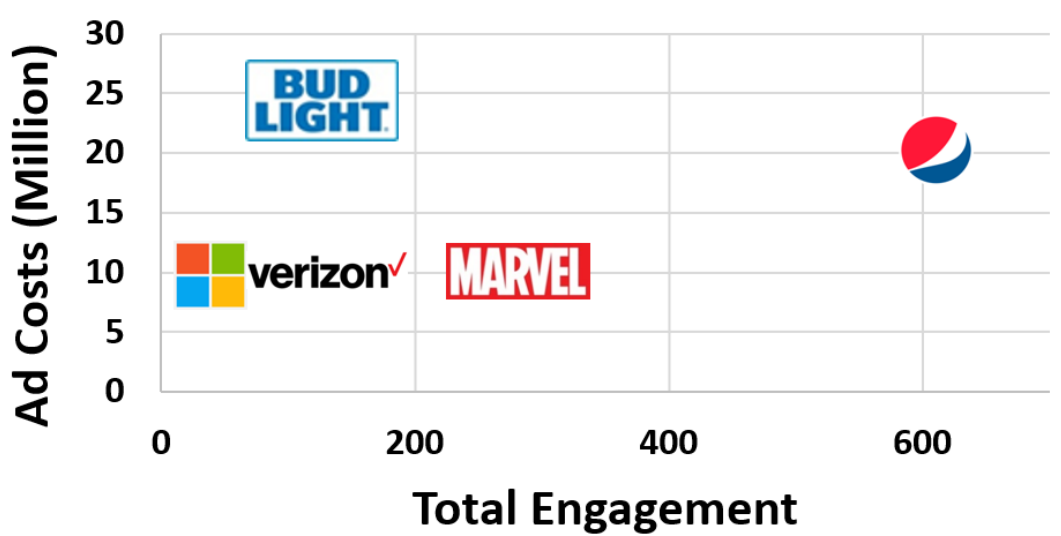
THE CLOUD 49ERS

Total Engagement - Influencers vs. Average Joes

Total Engagments (thousands) — y-axis: 0, 100, 200, 300, 400, 500, 600

x-axis: Marvel, Budlight, Pepsi, Verizon, Microsoft

Legend: ■ Influencers ■ Average Joes

Engagements:
Tweets
Retweets
Replies
Favorites

Engagement by Cost

Ad Costs (Million) — y-axis: 0, 5, 10, 15, 20, 25, 30

Total Engagement — x-axis: 0, 200, 400, 600

Raw Sentiment Index [0,1]

x-axis: -0.3, -0.2, -0.1, 0, 0.1, 0.2, 0.3, 0.4, 0.5

Sentiment Scores Aggregated and Divided by Total Tweets

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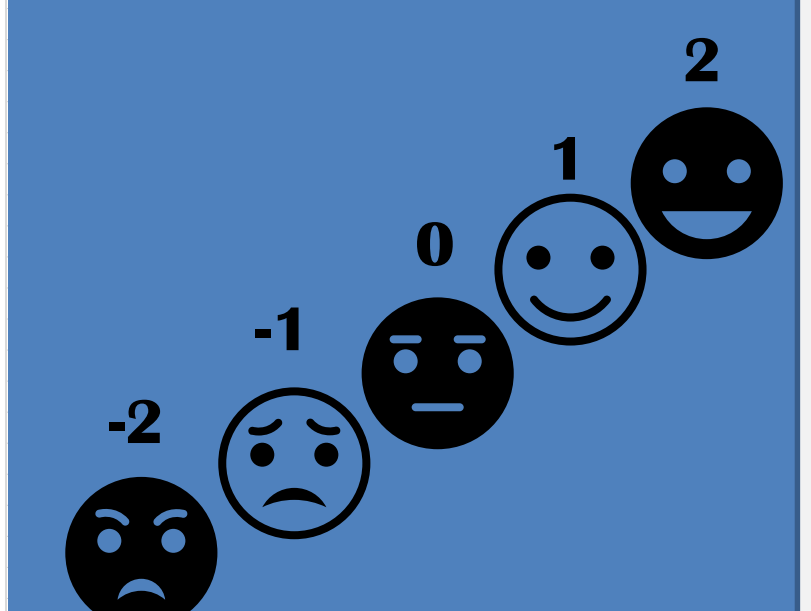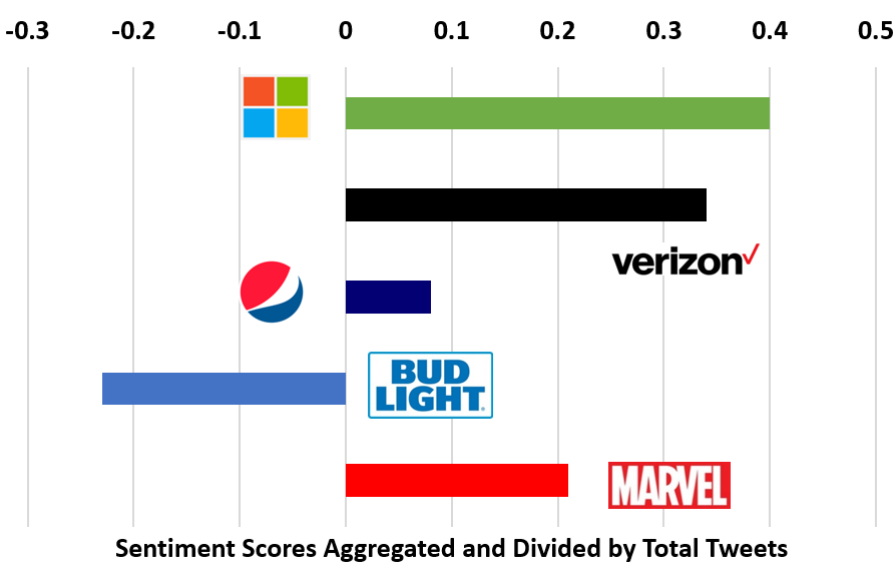
Sentiment Keyword Examples:
2 Fantastic
1 Good
0 Boring
-1 Bad
-2 Horrible

Raw Sentiment by Cost

Ad Costs (Million) — y-axis: 0, 5, 10, 15, 20, 25, 30

Sentiment Index — x-axis: -0.5, -0.3, -0.1, 0.1, 0.3, 0.5

Sentiment Score + Engagement

x-axis: -10, 0, 10, 20, 30, 40, 50

Engagements factored by sentiment score (thousands)
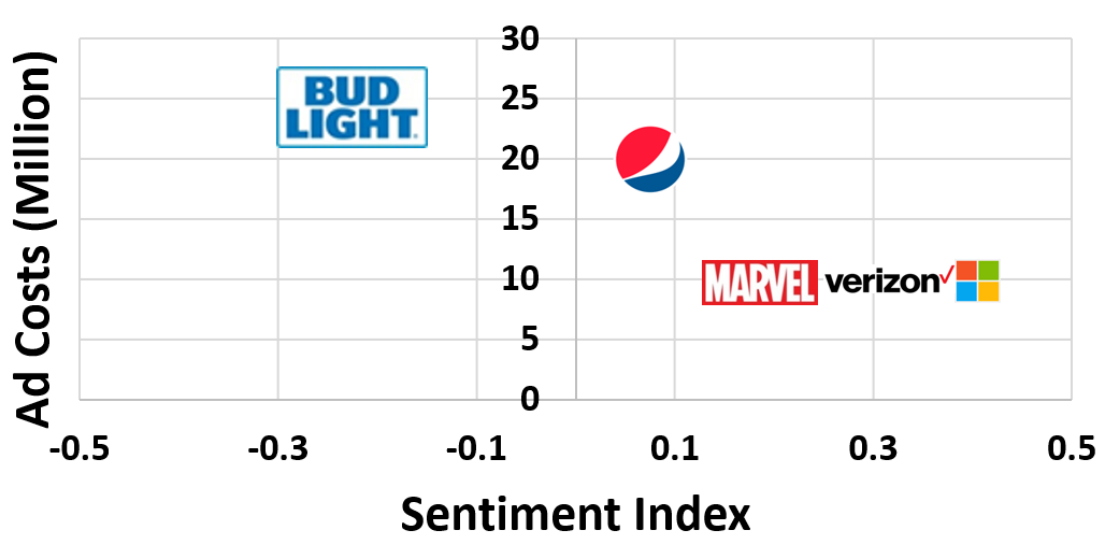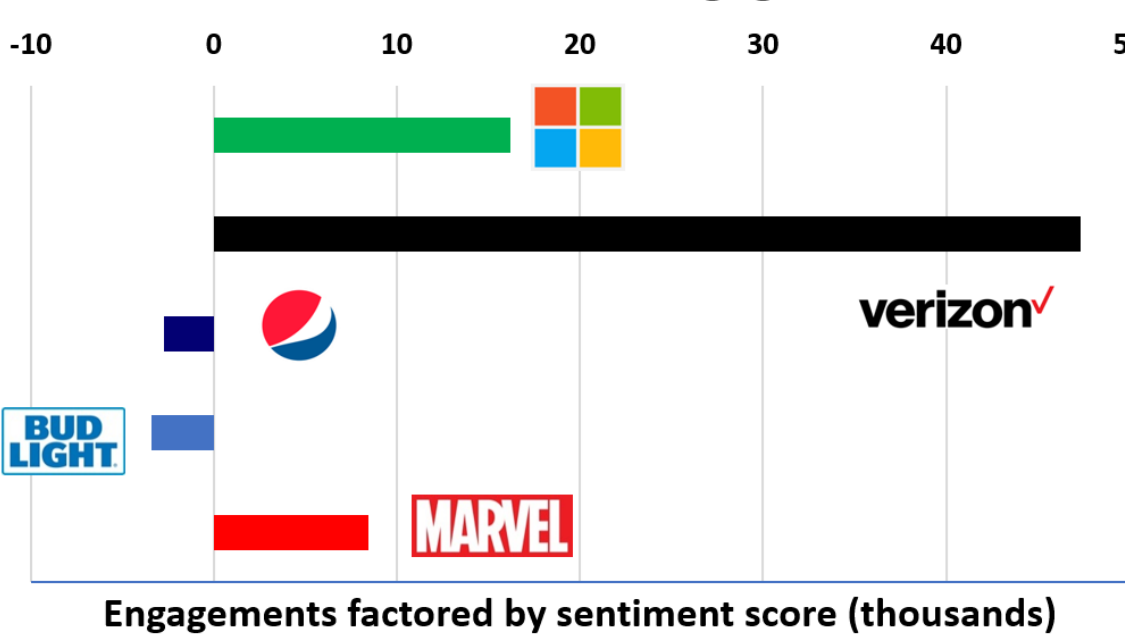
Sentimentality Valuation Weighted by Total Engagement

Sentiment Score + Engagement by Cost

Ad Costs (Million) — y-axis: 0, 5, 10, 15, 20, 25, 30

Sentiment Score — x-axis: -10, 0, 10, 20, 30, 40, 50
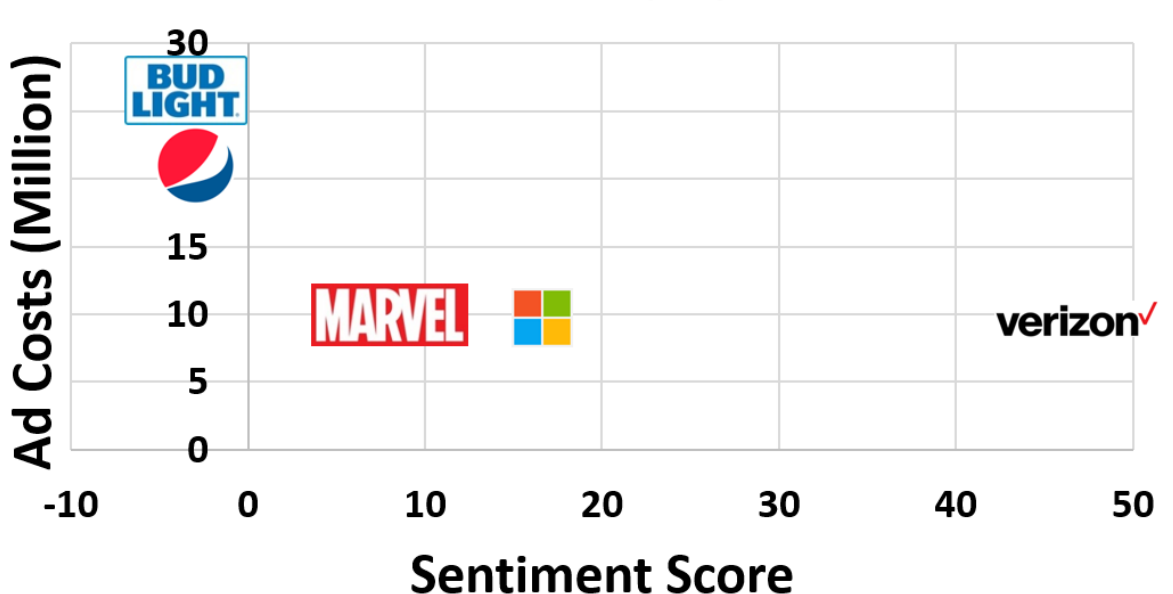
2019 Game Day Ad Analytics Blitz

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