

SUPER BOWL 2023



THE "PROGRAMMERS"
PRESENT

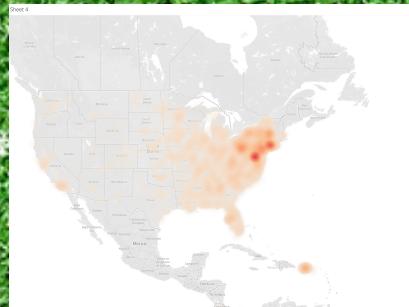
Superbowl 2023 Game Day Analytics

2023

BEST ADS

The top three most tweeted ads consisted of Warner Bros, Disney, & Marvel

OVER 350,000
TWEETS
BETWEEN THE
THREE ADS



WARNER BROS = 144,205

DISNEY = 115,312

MARVEL = 115,118



2023

MIDWEST VS EAST COAST

The east coast showed the most engagement on twitter out of the whole US



2023

MONEY PROBLEMS?

Money problems? Call an ambulance but not for me... it costs a lot edition

Ad Name	Total Tweets	Ad length (Seconds)	Total Cost	Cost per tweet
Warner Bros. Trailer: The Flash	144205	45	\$ 10,500,000.00	\$ 72.81
Disney 100 Special Look	115312	91	\$ 21,233,333.33	\$ 184.14
Marvel: Guardians of the galaxy	115118	120	\$ 28,000,000.00	\$ 243.23
Pepsi Zero Sugar: Ben Stiller	79030	30	\$ 7,000,000.00	\$ 88.57
Amazon Saving Sawyer	64384	90	\$ 21,000,000.00	\$ 326.17
Turbo Tax 2023	63129	46	\$ 10,733,333.33	\$ 170.02
Limit Break	56299	30	\$ 7,000,000.00	\$ 124.34
Fan Duel: Kick of Destiny	54496	30	\$ 7,000,000.00	\$ 128.45
Paramount Plus: Stallone faces off	46984	30	\$ 7,000,000.00	\$ 148.89
Disney Trailer: Indiana Jones	46513	30	\$ 7,000,000.00	\$ 150.50
Tubi	45111	30	\$ 7,000,000.00	\$ 155.17
T-mobile The Re-Write	42294	60	\$ 14,000,000.00	\$ 331.02
Jeep Electric Booglie	41901	60	\$ 14,000,000.00	\$ 334.12
Dunkin' "Drive Thru" starring Ben	40414	30	\$ 7,000,000.00	\$ 173.21
Bud Light: Easy to drink, Easy To Enjoy	39977	60	\$ 14,000,000.00	\$ 350.20

PRE-GAME = 167,021

QUARTER 1 = 487,021

QUARTER 2 = 366,712

HALFTIME = 131,419

QUARTER 3 = 483,780

QUARTER 4 = 270,243

AFTER GAME = 9,756



2023

ENGAGEMENT

The 1st quarter had the most engagement



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