

Telecommunication

Travel

Software

Food Delivery

Cryptocurrency

Insurance

Retail

Toys

Entertainment

Auto

Financial Technology

Energy Management

Personal Care Items

Communications

Beverage

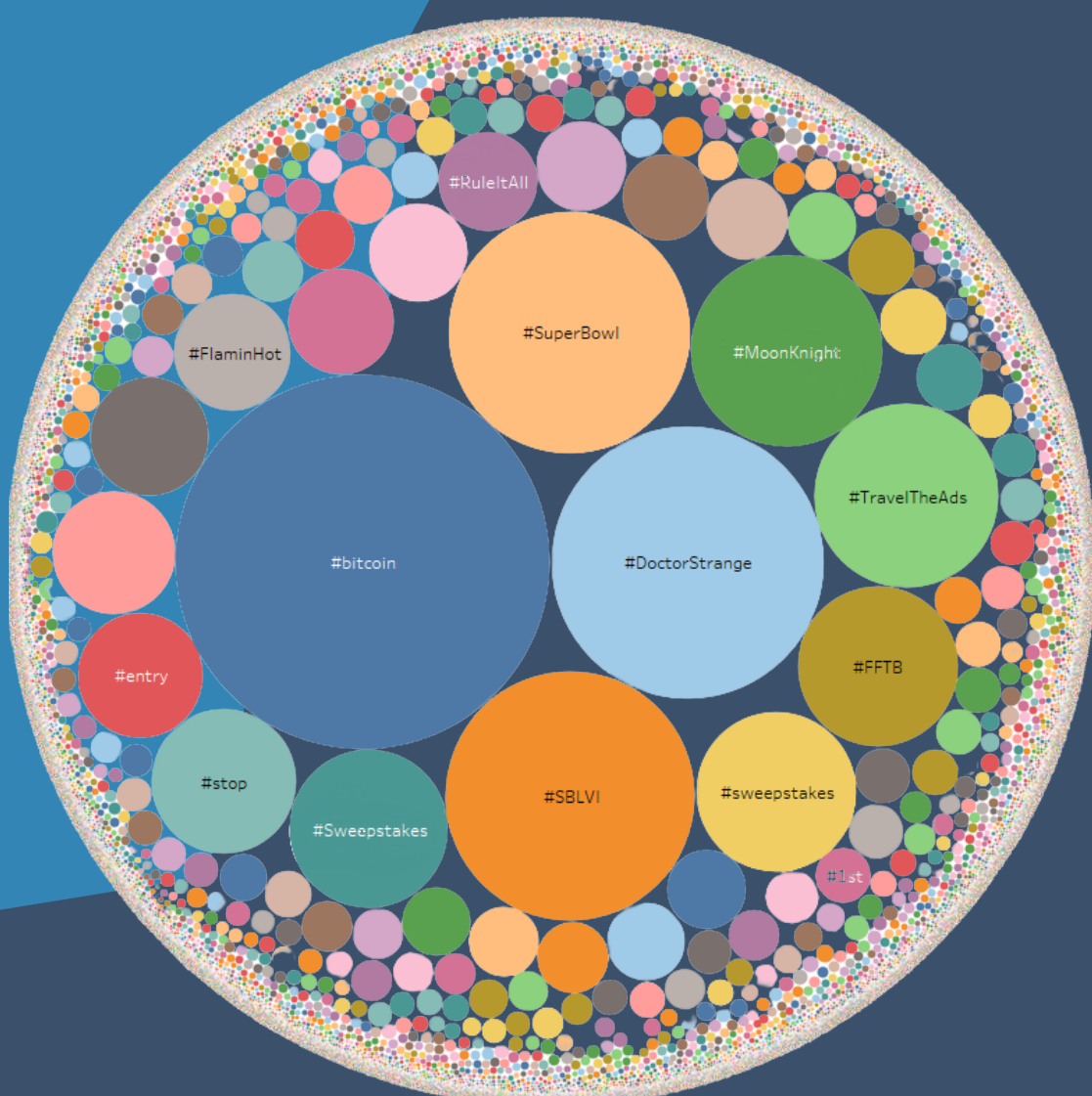
Technology

Fitness

Auto Accessories

Foods

MOST COMMONLY USED HASHTAG



COUNT OF THE MOST RETWEETED STATUS #FTX

RT The next Big thing is here, even if Larry can't see it. We're giving away 7.54 #bitcoin right now to celebrate! How to...
106.503

RT See the all-new
Big Game TV Spot
for Marvel Studios'
#MoonKnight 🐾

RT We're giving some #bitcoin away!How much? \$1 million worth?

RT Marvel Studios' #DoctorStrange in the Multiverse of Madness arrives only in theaters May 6.
19 226

' It's here! You're one of the first to see our new #FTTB spot starring Now here's your hint Watch it on desktop and have your phone ready! 📱📺 us

RT Enter a new dimension of Strange. Watch the official trailer for Marvel Studios' #DoctorStrange in the Multiverse of Mad...
26,248

RT Enter a new dimension of Strange. Watch the official trailer for

#TravelTheAds
20,048

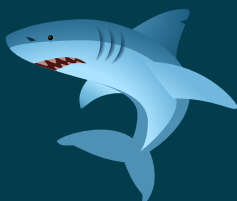


Cost Per Tweet

MARVEL'S MOON NIGHT

\$32.80

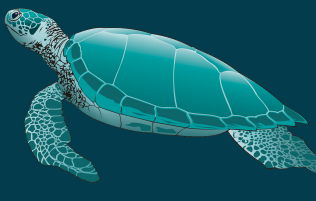
LOWEST COST PER TWEET



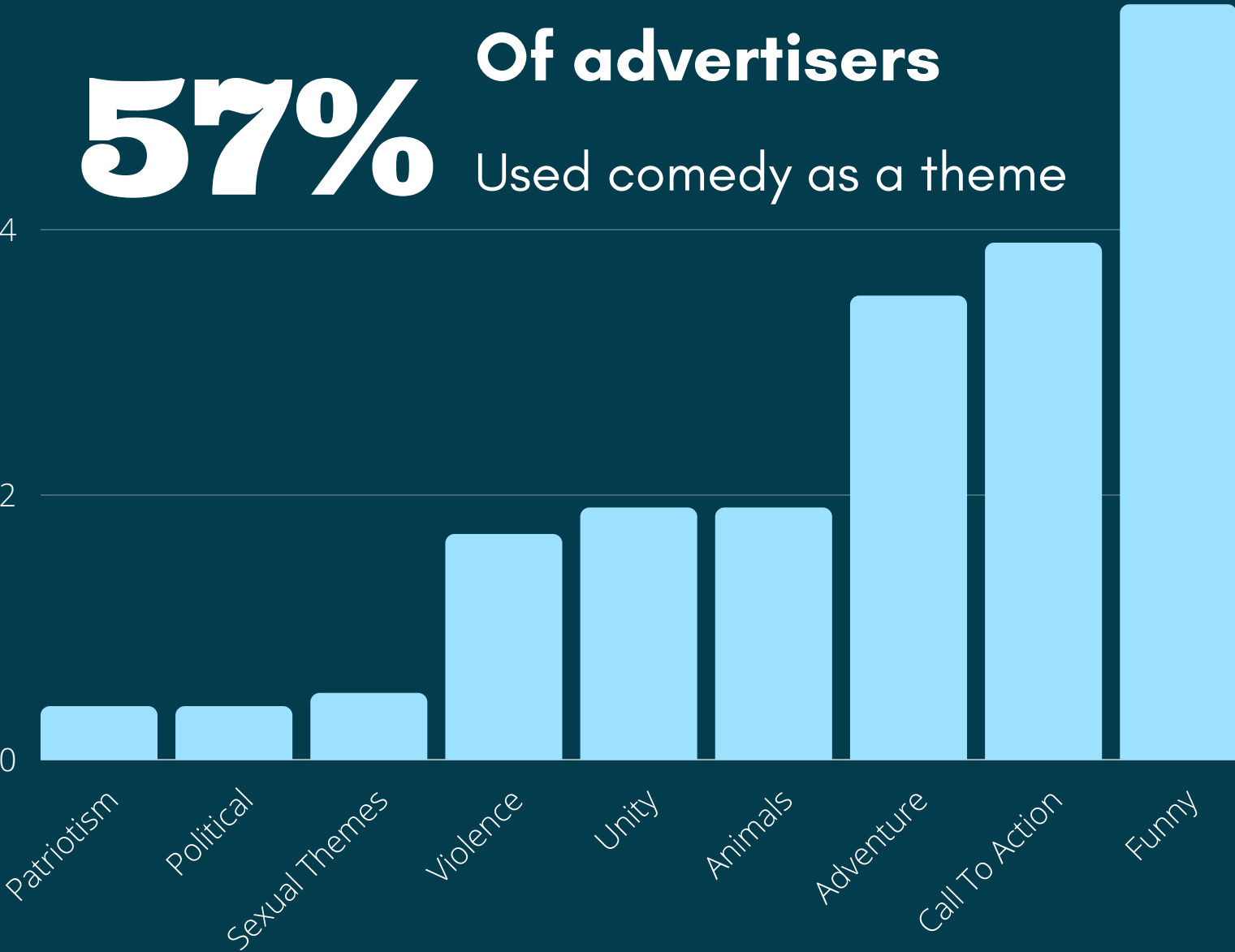
TOYOTA'S BROTHERS

\$191,176

HIGHEST COST PER TWEET



57% Of advertisers
Used comedy as a theme



OPTIMAL AD
DURATION

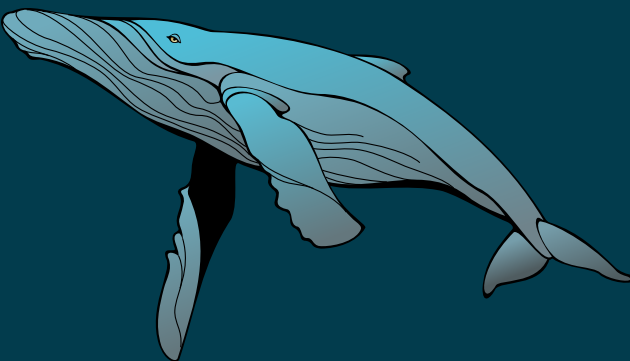
60 Seconds



As Tweet Volume
increases

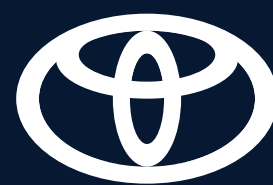


USA Today Ad Score
increases





Coinbase Contradiction



3.8

Ad score

78,468

Tweets

6.5

Ad score

**Under
100**

Tweets

Coinbase's QR code and Toyota's Brother's did not follow the trend of Increased Tweet Volume → Increased Adscore

Sentiment Analysis Heat Map

Tone

1

0.23

0.31

Tone

Call To Action

Unity

Themes of Call To Action and Unity were correlated with positive sentiment

Winning Ad Super Bowl 2022

Mind Reader

6.8 Ad Score

165,424 Tweets

Mind reader takes the win
for the best ad of the year

