



Measuring ad momentum on X

Leading the Field



10



158,618,513
Engagements



A bubble chart comparing brand engagement against ad length. The y-axis represents engagement, with a red line at the top labeled "Least Engaged". The x-axis represents ad length, with a blue line at the right labeled "Longest Ad Length". Five bubbles are plotted:

Brand	Engagement Level	Ad Length (approx.)
Angel Soft	Low	Very Short
Bosch	Medium-Low	Medium
WeatherTite	Medium-High	Medium
Pringles	High	Medium
GoDaddy	Very High	Very Long

as A Factor?

Top 5 brands (by Total Engagement) vs. Ad Length

A horizontal bar chart comparing search volumes for three entities: NFL, Homes.com, and TurboTax. The x-axis represents the search volume, ranging from 0 to 300 with major tick marks every 50 units. The y-axis lists the entities. Each entity has a corresponding horizontal bar. The bars for NFL and Homes.com are dark blue, while the bar for TurboTax is light green.

Entity	Search Volume
NFL	~100
Homes.com	~100
TurboTax	~280

Average ad length was 85 words

Length (words)
850

- positive**

2. Mtn Dew was 10 in positive and negative responses

3. Dunkin had the most Positive tweets (4852)!

A bar chart titled "Top 1" showing negative sentiment percentages. The y-axis is labeled "Negative Sentiment (%)". The x-axis lists three entities: FCAS, Liquid Death, and Novartis. Each entity has a red bar with its percentage value labeled above it. FCAS has a value of 58.00%, Liquid Death has 52.00%, and Novartis has 39.21%.

Entity	Negative Sentiment (%)
FCAS	58.00%
Liquid Death	52.00%
Novartis	39.21%

Chiefs fans than Eagles

A bar chart comparing the number of fans for the Chiefs and the Eagles. The y-axis shows percentages from 80% to 100%. The x-axis lists "Chiefs" and "Eagles". The Chiefs bar reaches 100%, while the Eagles bar reaches approximately 90%.

Team	Fan Count (%)
Chiefs	100%
Eagles	~90%

