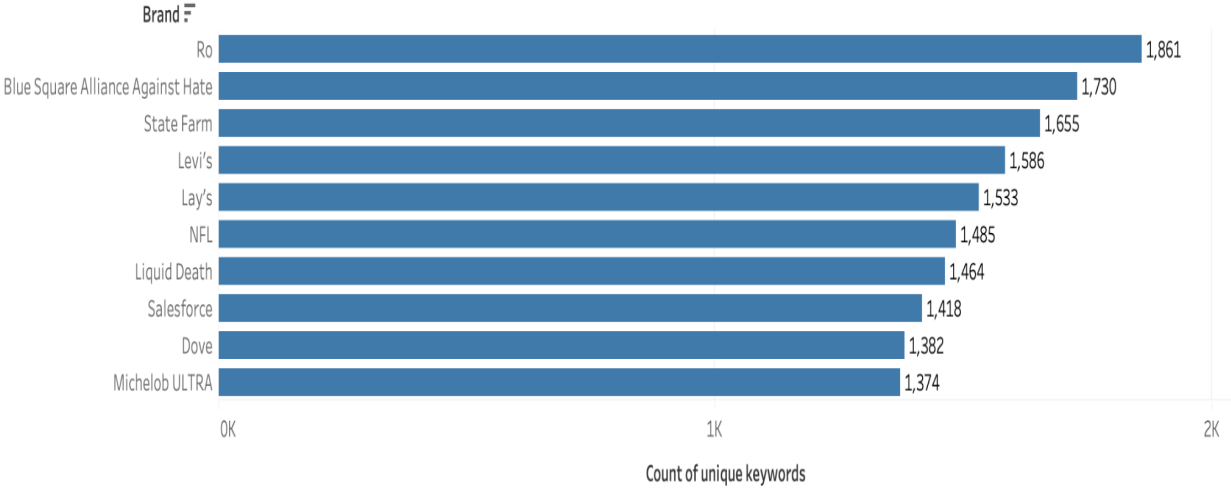# GAME DAY ANALYTICS CHALLENGE 2026

Super Bowl Digital Engagement Performance

Author: Bogdan Shalimov

KEYWORDS LEADERS

Ro generated the highest keyword volume, dominating conversation visibility across Super Bowl advertisements.
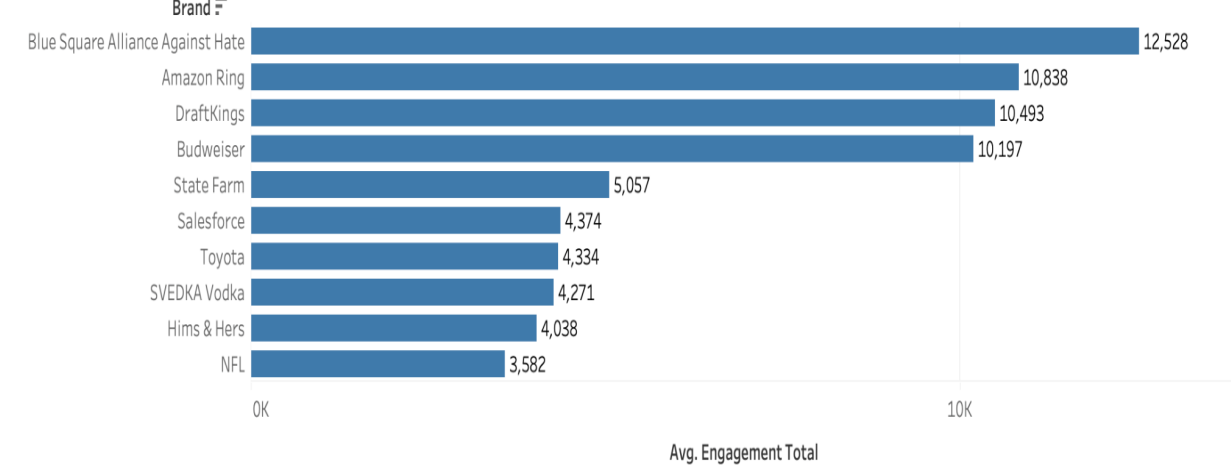
The RO ad has the greatest keyword count among all ads

| Brand	Count of unique keywords
Ro	1,861
Blue Square Alliance Against Hate	1,730
State Farm	1,655
Levi's	1,586
NFL	1,533
Lay's	1,485
Liquid Death	1,464
Salesforce	1,418
Dove	1,382
Michelob ULTRA	1,374

ENGAGEMENT CHAMPIONS

Blue Square Alliance Against Hate achieved the highest average engagement, demonstrating deeper audience resonance.

Blue Square Alliance Against Hate generated the highest engagement among all advertisements.

| Brand	Avg. Engagement Total
Blue Square Alliance Against Hate	12,528
Amazon Ring	10,838
DraftKings	10,493
Budweiser	10,197
State Farm	5,057
Salesforce	4,374
Toyota	4,334
SVEDKA Vodka	4,271
Hims & Hers	4,038
NFL	3,582

GEOGRAPHIC INTENSITY

Pennsylvania recorded the highest average engagement, highlighting regional amplification patterns.

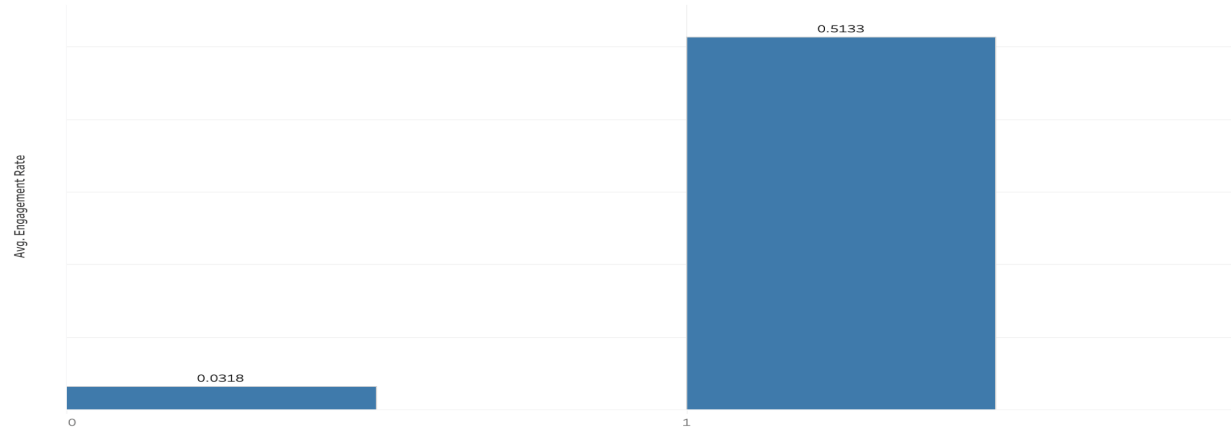**Pennsylvania** has the highest average engagement
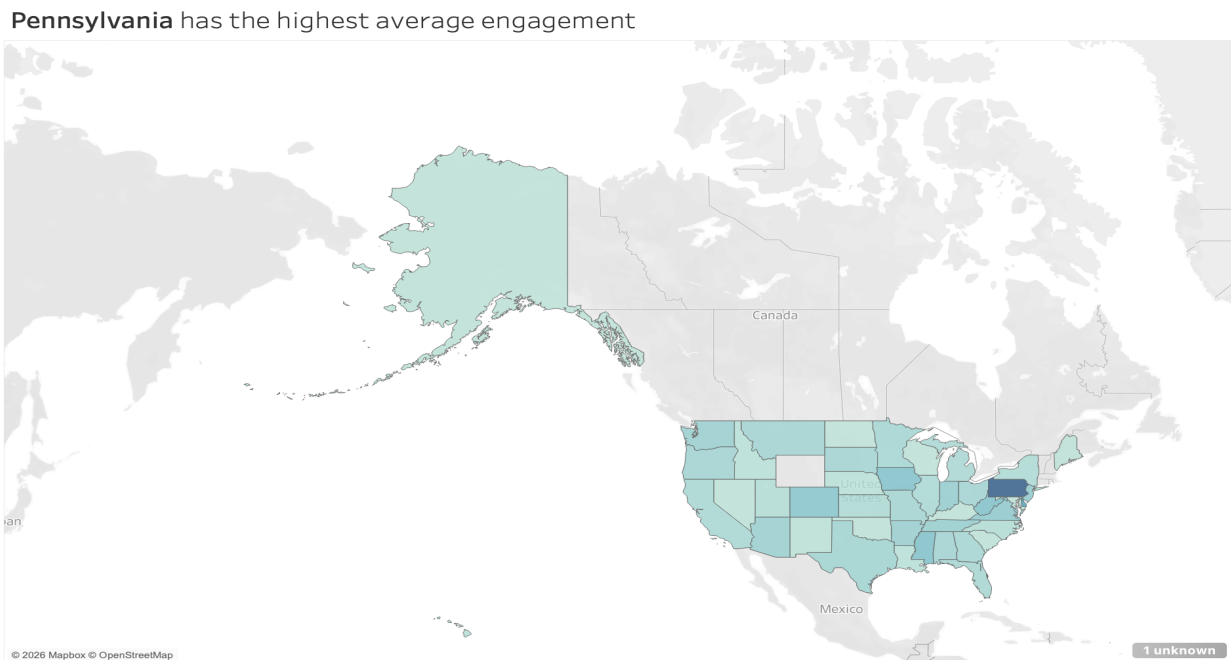
CONTENT PERFORMANCE INSIGHTS

Tweets without URLs and conversation-driven posts significantly outperform static promotional messaging.

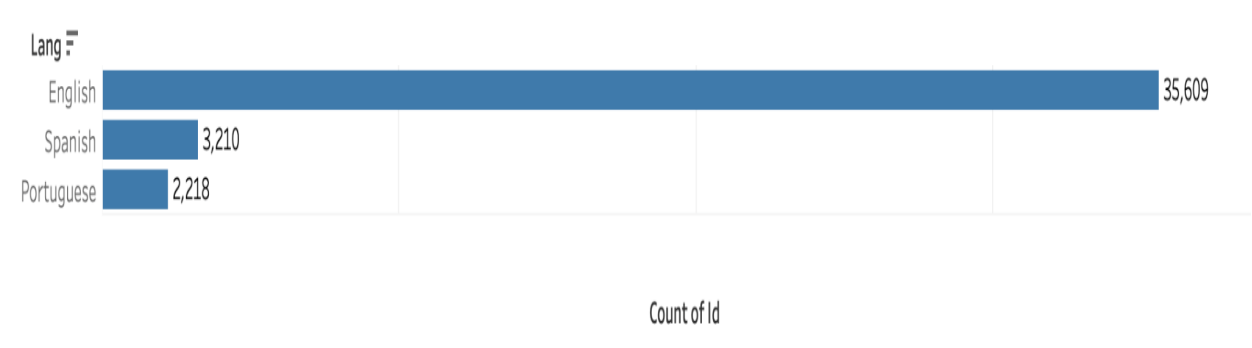Tweets **with URLs** demonstrate better interaction performance
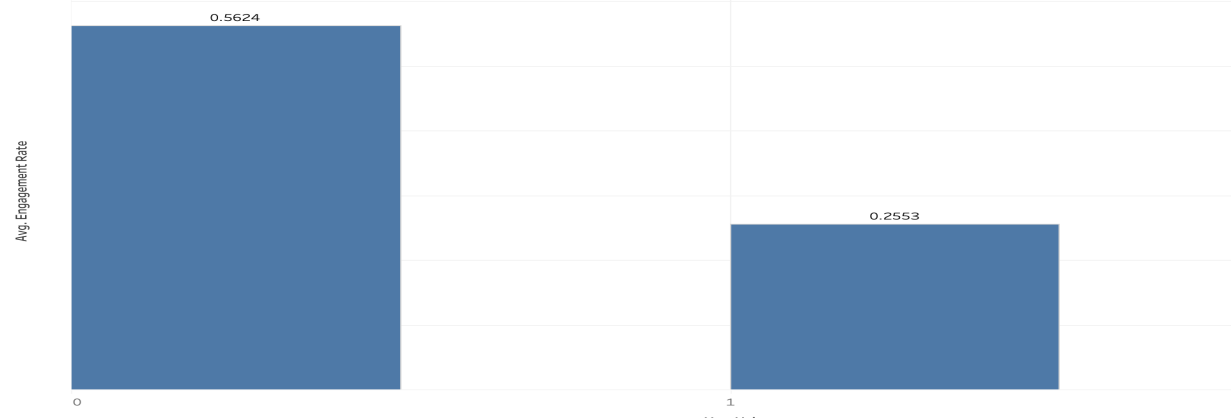
Conversation tweets driving engagement?

AUDIENCE LANGUAGE PROFILE

English dominates conversation, while Spanish and Portuguese demonstrate cross-market participation.

English is the most popular language

Lang	Count of Id
English	35,609
Spanish	3,210
Portuguese	2,218

Count of Id

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