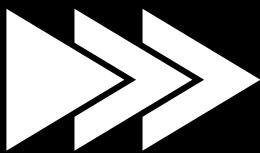
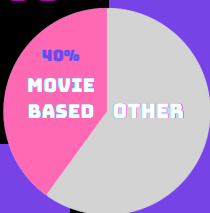


FUTURE HOMEOWNERS



OVERVIEW

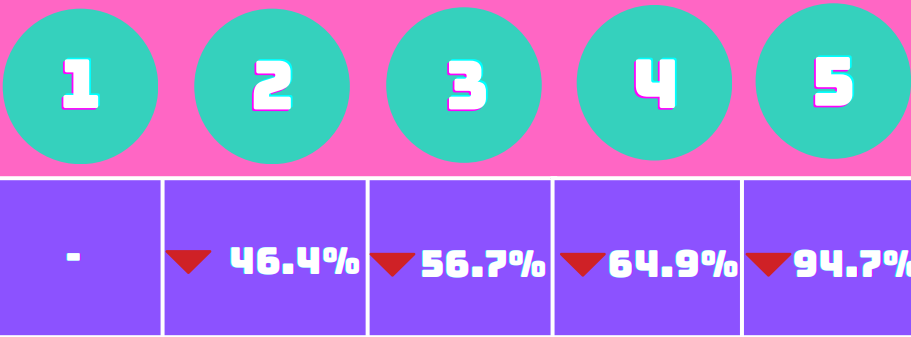
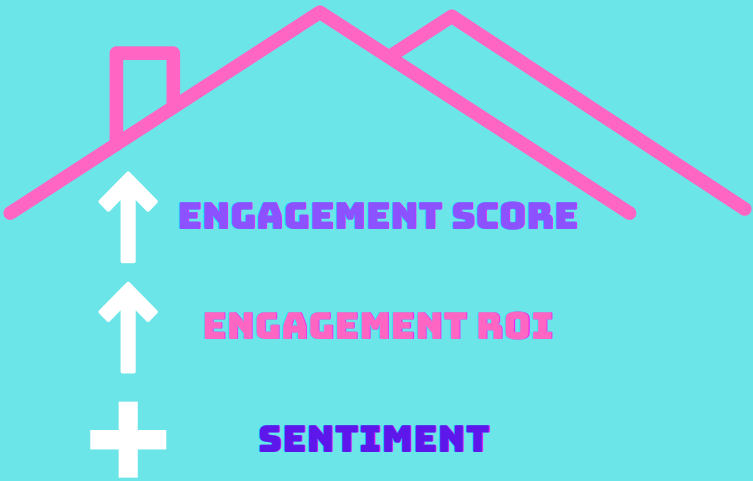
AD COST
7MILLION/30S



TOTAL BRANDS WITH AD'S DURING THE SUPERBOWL
= 120

TWEET VOLUME IN DATASET
1.9 MILLION

WHAT DOES SUCCESS LOOK LIKE?



ENGAGEMENT SCORE

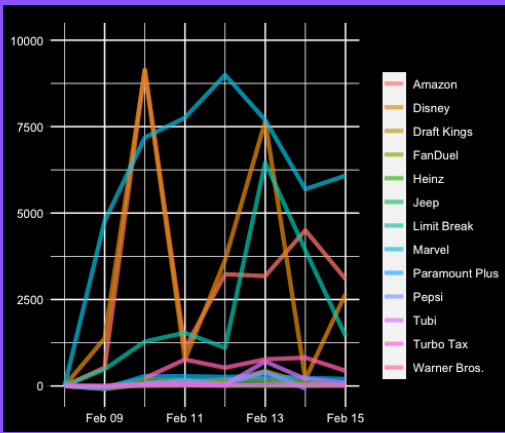
% DIFFERENCE IN TOP 5 BASED ON #1 SCORE

ENGAGEMENT ROI

WE SAW SOME MOVEMENT HERE!
-COMPARED TO ENGAGEMENT SCORE



TOP TEN ENGAGEMENT ROI SCORES RANGE FROM ...

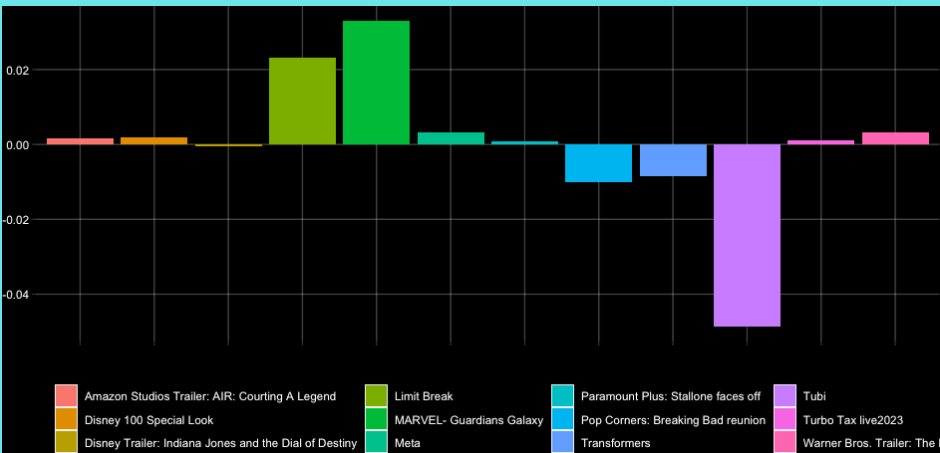


FOLLOWERS GAINED/LOST

MARVEL EXPERIENCED THE MOST GROWTH PEAK OCCURED ~ FEB. 13TH

SENTIMENT ANALYSIS

PEOPLE ARE EXCITED ABOUT MARVEL
+0.035 SENTIMENT SCORE



TOP DOGS

2
Paramount+

1
LIMITBREAK
1.4 MILLION TWEETS

3
MARVEL

LIMIT BREAK HAD 57.12 ENGAGEMENT UNITS PER DOLLAR