



FUTURE



HOMEOWNERS

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OVERVIEW

DATA CLEANING

SCORING MODELS & RESULTS

ENGAGEMENT ROI & RESULTS

SENTIMENT ANALYSIS

KEY FINDINGS

RECCOMENDATIONS

DATA CLEANING

QUESTIONS

WE

HAD

1. DO UNNECESSARY KEYWORDS SKEW THE DATA?
2. ARE SOME ENGAGEMENT METHODS MORE IMPACTFUL THAN OTHERS?
3. DOES SENTIMENT MATTER?
4. WHAT IS THE RELATIONSHIP BETWEEN ENGAGEMENT AND ROI?
5. DOES THE INCORPORATION OF A CELEBRITY MATTER?

VAGUE KEYWORDS

A word cloud featuring various keywords in different colors and sizes. The words are arranged in a somewhat circular pattern, with some words being larger and more prominent than others. The colors include shades of blue, green, yellow, orange, red, and purple. The words are: friendship, lgbtq, thankyou, howyoudoin, dreamcometrue, lviiibts, bonus, tax, gotme, auditions, website, bait, tasty, space, indy, chewy, comeback, betty, stare, emotional, cheri, realorfake, vibes, experts, jesse, blizzard, young, award, passion, howyoudoing, bigpapi, indie, dongsneeze, gambling, and lucas, gazette.

friendship lgbtq thankyou howyoudoin
dreamcometrue
lviiibts bonus tax gotme auditions website
bait tasty
space indy chewy comeback betty stare emotional
cheri realorfake
vibes experts jesse blizzard young award
passion howyoudoing bigpapi
indie dongsneeze gambling lucas gazette

REMOVING THEM

USED ENGAGEMENT SCORE AND SORTED BASED ON RANK

WENT THROUGH EACH TO IDENTIFY KEY WORDS THAT
SKEWED TOP 10

REPEATED PROCESS UNTIL TOP 10 WAS CLEAN

SCORING MODELS

1

ENGAGEMENT_SCORE =
(QUOTE_COUNT) +
(RETWEET_COUNT) +
(REPLY_COUNT) +
(LIKE_COUNT)










2

ENGAGEMENT_SCORE =
.40*(QUOTE_COUNT) +
.30*(RETWEET_COUNT) +
.20*(REPLY_COUNT) +
.10*(LIKE_COUNT)

3

ENGAGEMENT_SCORE =
.28*(RETWEET_COUNT) +
.27*(QUOTE_COUNT) +
.25*(REPLY_COUNT) +
.20*(LIKE_COUNT)

MODEL RESULTS

Rank	Brand	Percent Difference
1	Limit Break	-
2	Paramount Plus	 46.4%
3	Marvel	 57.7%
4	Warner Bros.	 64.9%
5	Disney	 94.7%
6	Draft Kings	 94.9%
7	Disney (Indiana Jones)	 95.6%
8	TurboTax	 95.8%
9	Tubi	 96.4%
10	Popcorners	 96.6%

ROI

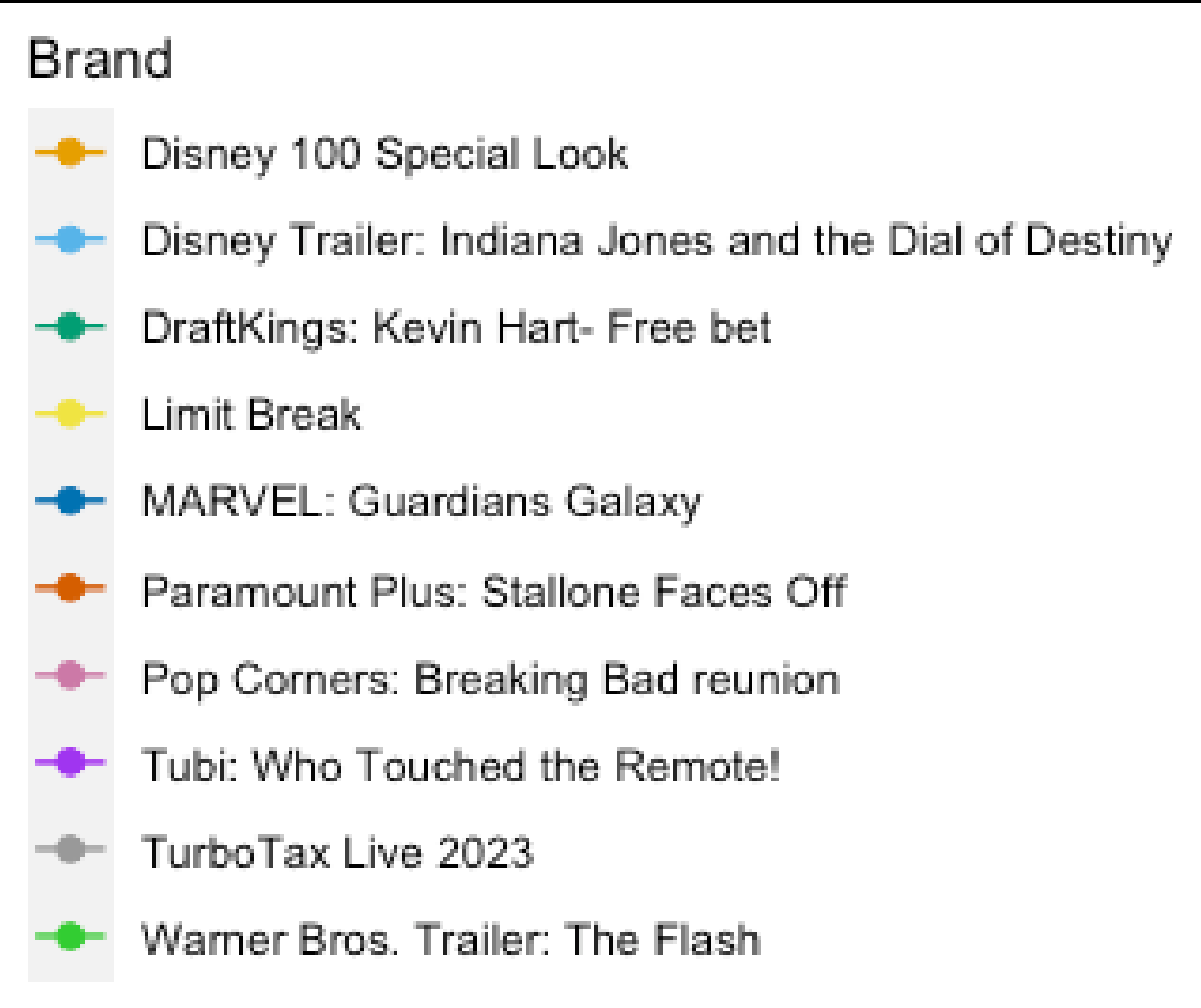
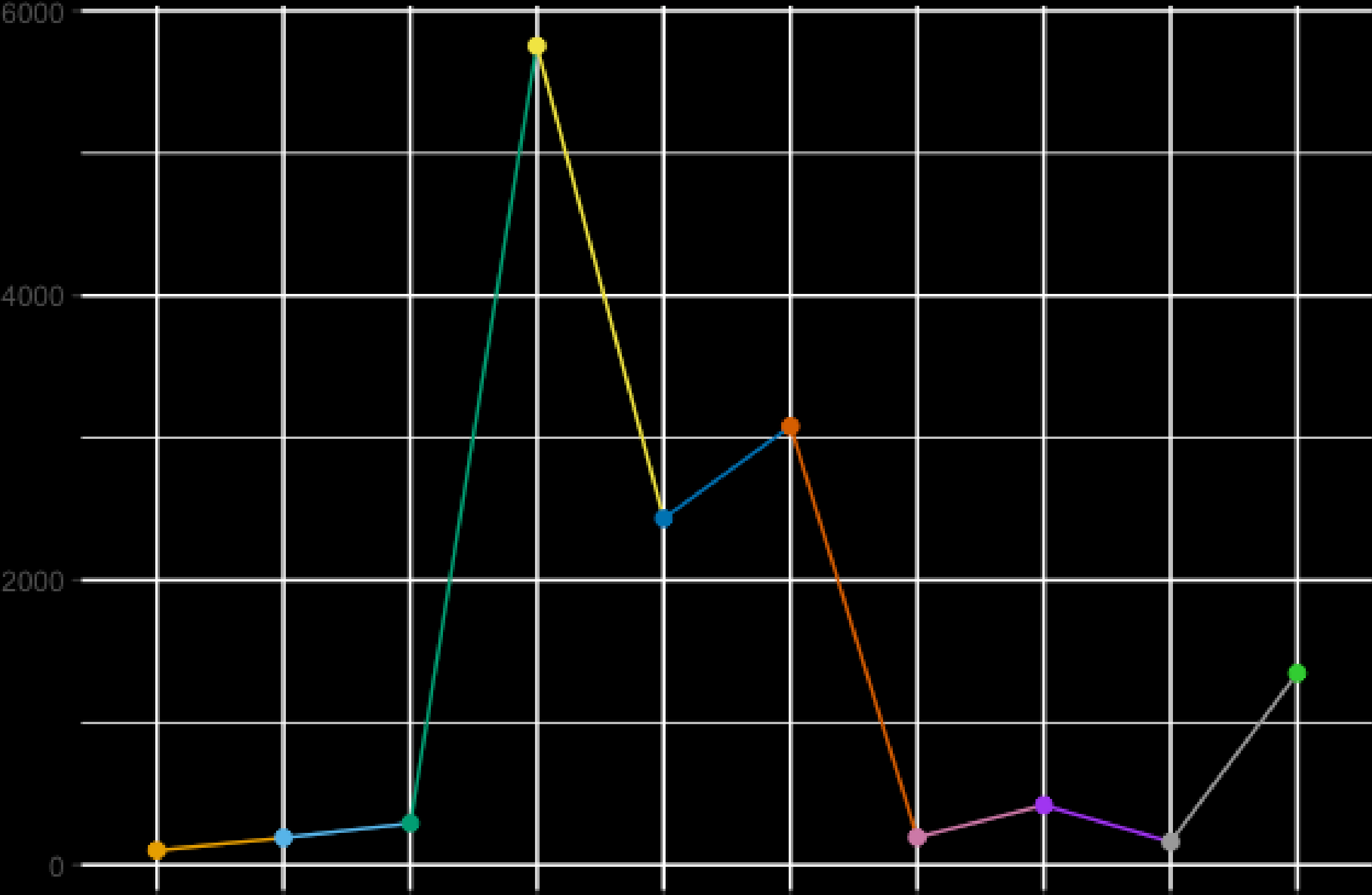
ENGAGEMENT ROI

=

(ENGAGEMENT SCORE/ COST)

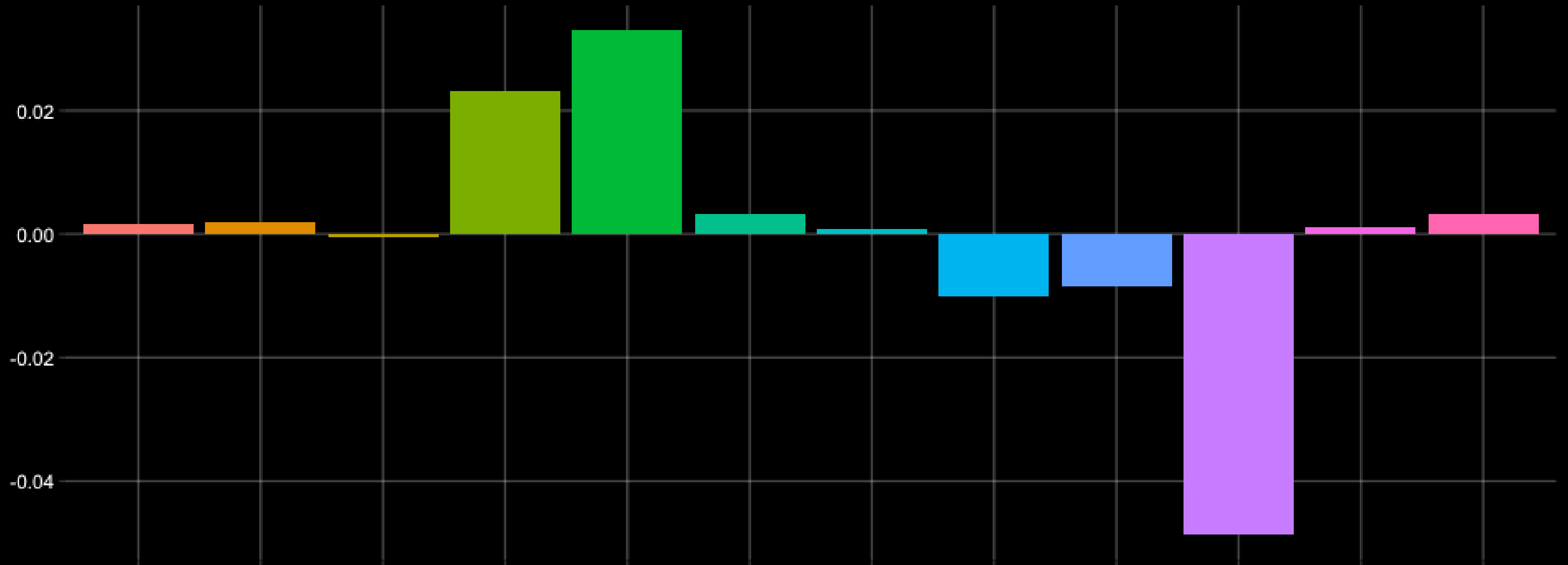
Rank		ROI	Engagement Score
1		Limit Break	Limit Break
2		Paramount Plus	Paramount Plus
3		Marvel	Marvel
4		Warner Bros.	Warner Bros.
5	▲	Tubi	Disney
6		Draft Kings	Draft Kings
7	▲	Pop Corners	Disney (Indiana Jones)
8	▼	Disney (Indiana Jones)	TurboTax
9	▼	TurboTax	Tubi
10	▲	Transformers	Popcorners

Engagement ROI by Brand



**POSITIVE SENTIMENT SOUNDS
IDEAL, BUT DOES IT REALLY
MATTER?**

SENTIMENT ANALYSIS

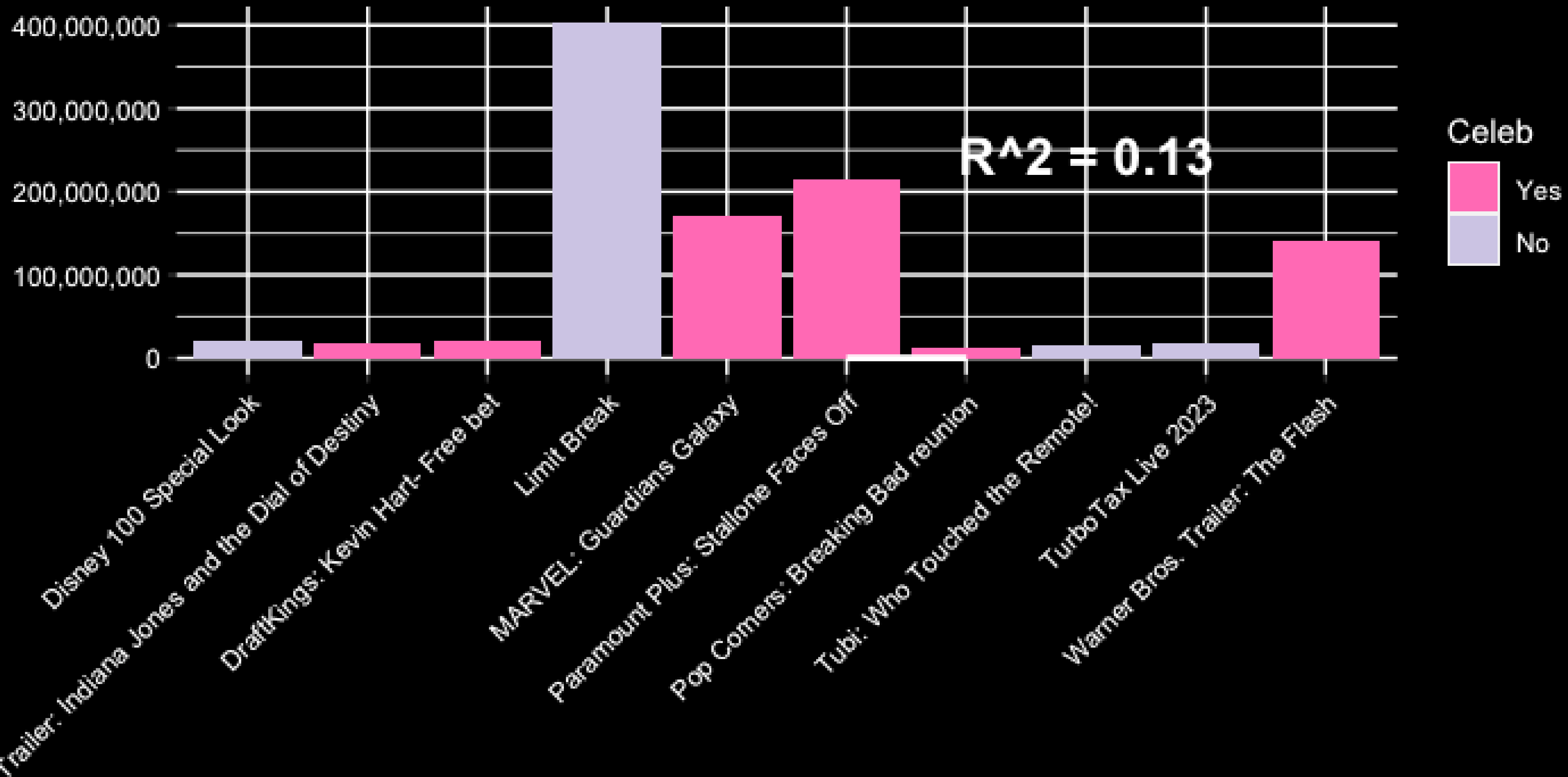


KEY FINDINGS

&

RECOMMENDATIONS

Engagement Score by Brand and Celeb Status



CREATIVE IDEA > CELEBRITY

BUT CREATIVE IDEA + CELEBRITY

CAN BE POWERFUL

**GENERATE BUZZ BEFORE THE AD
AIRS AT THE SUPERBOWL**

"THE RED BUTTON EFFECT"

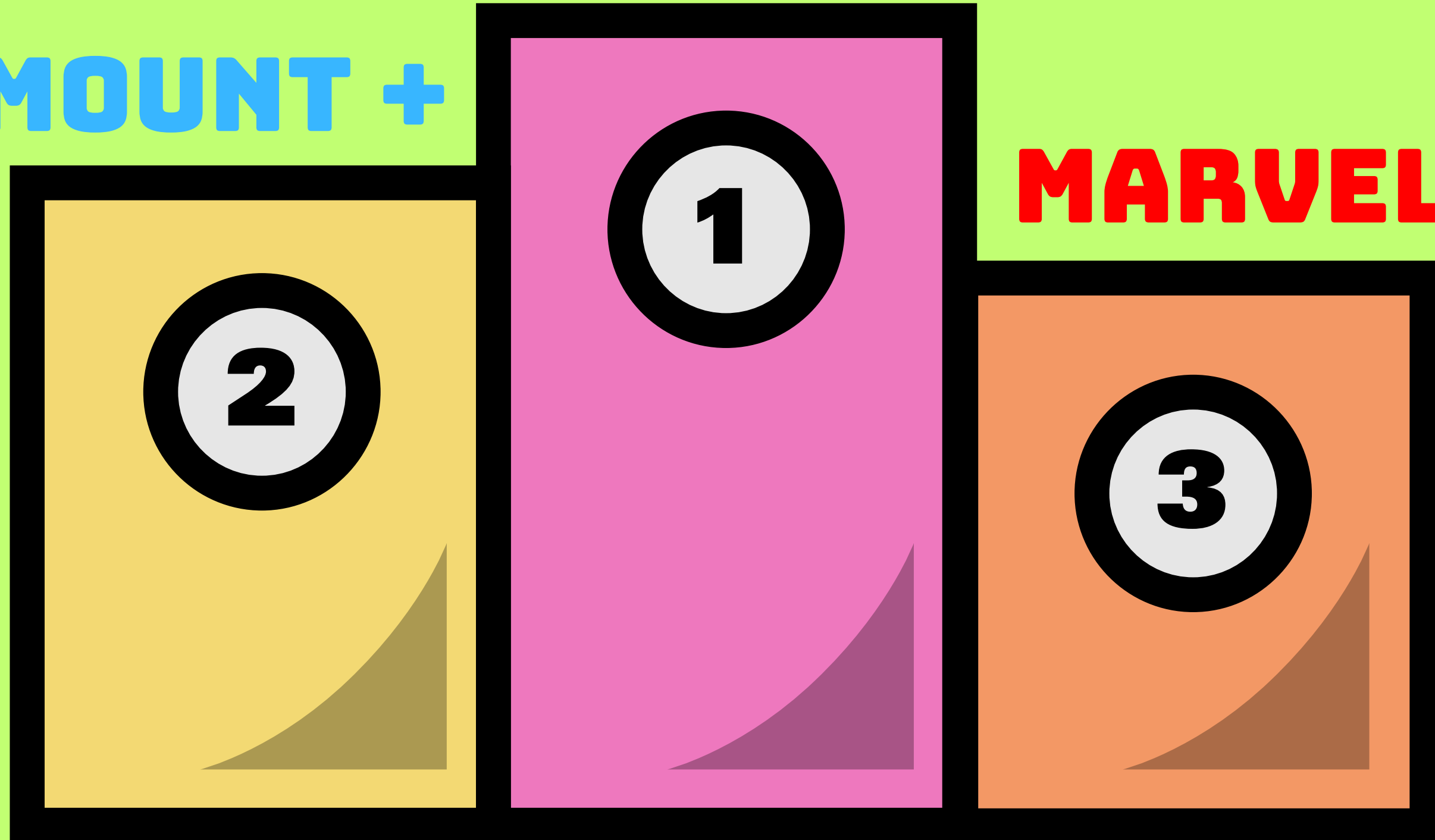


**#NO MORE VAGUE
KEYWORDS**

LIMIT BREAK

PARAMOUNT +

MARVEL





THATS A WRAP