

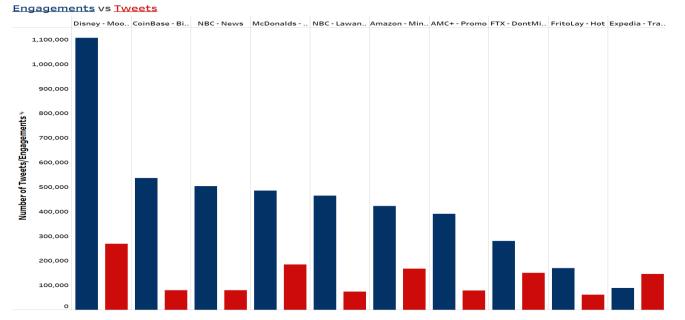
Gameday Analytics

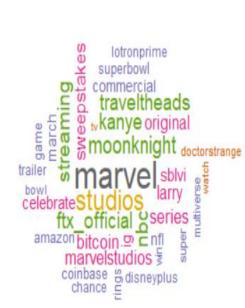
2022

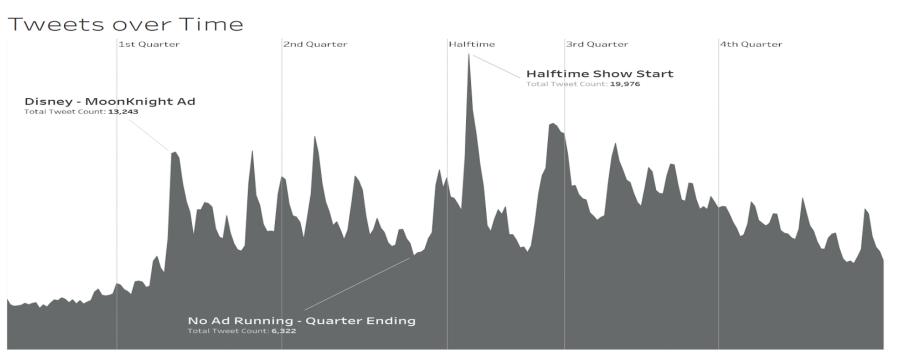


3 Doors Down Danny Moon, Hobeen Moon, Josh Shirley, Jake Taylor

Tweet Level Analysis







Ad Level Analysis

2022 vs 2021 Tweets by Brand 2022 vs 2021 Cost by Brand 1425% Amazon 675% 18% Squarespace -11% Michelob 570% E-Trade 18% 305% BudLight 269% -70% RocketMortga.. 18% Disney 18% NFL 46% 26% Toyota -21% 136% -44% **UberEats** -41% Vroom -44% TurboTax -62% 18% Verizon 18% -63% WeatherTech -79% -41%

Industry Level Analysis

-41%

18%

Advertisement ROI by Industry

-88%

T-Mobile

GeneralMotors

Percentage of Total <u>Ad Time</u> and <u>Tweet Count</u> by Industry



Food/Drink Automotive Entertainment

Best ROI Industry - Entertainment

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Disney - MoonKnight	AMC+ - Promo	NBC - LawandOrder	DisneyPlus - GOATS	AmazonPrimeVideo	Netflix - Adam	HBO - Lakers	DraftKings - Gamble	Peacock - Peacock	Caesars Sportsbooks
8,968	2,617	2,449	1,490	891	688	447	87	78	23

Software

Travel

Mobile

Healthcare

Fitness

Financial Services

Worst ROI Industry - Automotive

Carvana - Mom	Chevrolet - Newgen	Toyota - Joneses	BMW - ZeusHera	Kia - Robodog	Nissan - ThrillDriver	Polestar - NoComp	Wallbox - Supercharg	Vroom - Musical	GeneralMotors - Drevil
687.9	551.9	228.7	188.1	120.7	70.6	58.2	24.6	15.2	13.1





Retail











